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Surveys of Consumer Attitudes

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Fourth Quarter Surveys
October-December 1984

PERSONAL FINANCES: SOURCE OF CONFIDENCE

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Historical Data

Monitoring Economic Change Program
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Highlights

- In the fourth quarter 1984 survey, the Index of Consumer Sentiment was 95.0, down from 98.9 one quarter earlier, and the cyclical peak of 99.5 recorded in the first quarter of 1984. Despite this small year end decline, the average level of consumer confidence recorded during 1984 was higher than in any prior year since the late 1960s.

- Among families with incomes of $25,000 or more, the Index stood at 104.3 in the fourth quarter of 1984, down from 107.9 one quarter earlier, and the cyclical peak of 113.2 at the start of 1984.

- The financial situation of American families posted greater improvement during 1984 than in any prior year during the past two decades. Approximately 45 percent of all families reported improved finances in each of the quarterly surveys conducted during 1984. Financial prospects for the year ahead were also maintained at very favorable levels, with improved finances expected by 38 percent of all families, compared with just 11 percent that expected financial reversals.

- The majority of families continue to hold favorable views of the progress made by the national economy during year. Developments in late 1984, however, suggest a rising a rising concern with job prospects. For the first time in two years, more families expected the unemployment rate to increase rather than to decline during the year ahead, although the margin of difference was small (25 versus 21 percent).

- The maintenance of favorable prospects for the economy as a whole was largely due to the expectation of continued low rates of inflation as well as lower interest rates. Despite rising concerns with unemployment, at year end 1985 confidence in government economic policies to reduce both inflation and unemployment reached the highest level recorded during the last decade.

- The majority of consumers have held favorable buying attitudes throughout the past two years. Favorable buying attitudes first reached peak levels in the second quarter of 1983. Small declines recorded during the balance of 1983 were completely reversed by the start of 1984. Since then buying attitudes have again recorded small declines, but nonetheless remain near levels comparable to the cyclical peaks recorded in the late 1970s.

Personal Financial Progress Best in Twenty Years

The personal financial situation of American families improved to a greater extent in 1984 than in any other year in the prior two decade. Among all families in the fourth quarter 1984 survey, 44 percent reported that their financial situation had improved, just below the 45 percent recorded in each of the first three quarters of 1984. In comparison, the 1972 and the 1965 peaks were slightly higher, but these favorable levels were only sustained for one quarter—47 percent in the second quarter of 1972 and 50 percent in the second quarter of 1965. Among families with incomes of $20,000 or more, 54 percent reported that their financial situation had improved, just below the cyclical peak of 57 percent recorded in the first quarter of 1984.

When asked to explain how their financial situation had improved, 35 percent of all families mentioned that their income had increased in the fourth quarter survey, a level that has remained largely unchanged throughout 1984. Among households with above median incomes, 45 percent reported income increases in the fourth quarter 1984 survey, largely unchanged from the first three quarters of 1984. In addition to more favorable trends in nominal incomes, fewer families mentioned the erosion of the purchasing power of their incomes due to inflation in the 1984 surveys than in any prior year since the late 1960s.

American families have viewed prospects for improvement in their financial situation favorably since the start of 1983. In the fourth quarter 1984 survey, 38 percent of all families expected their financial situation to improve during 1985, just above the 37 percent that expected improvement one year earlier. Just 11 percent of all families in the fourth quarter 1984 survey expected their financial situation to worsen during the year ahead, unchanged from the fourth quarter 1983 reading. Among households with above median incomes, 45 percent expected an improved financial situation in the fourth quarter survey, compared with just 7 percent that expected financial reversals.

The sustained optimistic outlook for personal finances has not been due to rising income expectations, but rather to the expectation that inflation would continue to remain at low

levels. The proportion of families in the fourth quarter 1984 survey that expected income increases of 6% or more was 34 percent, just above the 32 percent recorded one year earlier, but below the 37 percent that was recorded two years earlier. During that same time, the expected annual rate of inflation fell from 5.6% in late 1982 to 5.1% in the forth quarter surveys of both 1983 and 1984. As a result, in 1984 families held the most favorable real income expectations during the past ten years.

Given that these favorable financial prospects are based on low rates of inflation and limited income increases, consumers have adopted a somewhat more cautious outlook toward use of savings or debt to finance major purchases. The future burden of debt repayments will not be eased by rapid inflation, nor will the value of accumulated savings erode as quickly as was the case in the late 1970s. Among all families in the fourth quarter survey, 36 percent said that they were willing to use part of their savings in order to make major purchases, down from 42 percent six months earlier, and just above the 35 percent recorded one year earlier (see Table A). Willingness to incur new debt was reported by 27 percent of all families in the fourth quarter of 1984, down from 29 percent six months earlier, and just above the 25 percent one year earlier.

Becoming Accustomed to Expansion

The majority of consumers have viewed the progress made by the national economy in very favorable terms throughout 1984. Among all families in the fourth quarter survey, 64 percent thought that economic conditions had improved during the past year, just below the 67 percent recorded both one quarter and one year earlier. Although the proportion that reported improved business conditions has declined from the cyclical peak of 71 percent at the start of 1984, at year end it still remained higher than at prior cyclical peak levels.

Given that these very favorable evaluations of the performance of the economy have lasted for nearly two years, it is no surprise that the widespread enthusiasm which greeted the initial phase of recovery has now been transformed into an accustomed awareness. Soon after the recovery first took hold in early 1983, the proportion of families that had recently

heard of favorable economic development reached an all time peak of 80 percent. Only half as many respondents reported hearing of favorable economic developments by the end of 1984 (41 percent). This decline in perceptions of ongoing favorable economic developments has been due to both economic and psychological factors.

As the expansion period lengthened, developments that initially commanded widespread recognition and prompted sharp upward revisions in sentiment gradually lost their impact through the process of habituation. As people became accustomed to favorable developments, even the once constant attention given to these developments waned. The rising proportion of families that said they had not heard of any recent economic developments, either favorable or unfavorable, reflects this process of habituation—up from 30 percent in early 1983 to 46 percent by the close of 1984. At the same time, rather than a resurgence in perceptions of unfavorable developments, the proportion of families that reported hearing of unfavorable developments only rose from 31 to 38 percent. Although habituation does decrease the public's attention to the continuation of favorable trends, it also acts to insulate current attitudes and expectations from change. Change requires the repeated acquisition of information on new developments that casts doubt on the accustomed pattern.

Job Prospects Top Concern

The small overall rise in reports of unfavorable developments at year end was focused on changing job prospects. In the fourth quarter 1984 survey, 14 percent mentioned hearing of news of increases in employment, down from 26 percent at the start of the year, while reports of increases in unemployment rose to 17 percent at year end from 12 percent in the first quarter of 1984.

The negative shift in reports on recent employment trends was accompanied by less favorable job prospects for the year ahead. In the fourth quarter 1984 survey, for the first time in two years, the proportion of families that expected a decline in the aggregate unemployment rate fell below the proportion that expected the unemployment rate to increase. Among all families, 21 percent expected declines in unemployment during the year ahead,

compared with 25 percent that expected increases. At the start of 1984, more than twice as many families expected declines rather than increases in unemployment (35 versus 15 percent). Importantly, the majority of families (52 percent) expected the unemployment rate to remain largely unchanged at its current relatively high level during the year ahead.

Prospects for the Economy: Diminished but Still Favorable

The outlook for the general economy remained largely unchanged at favorable levels during the last nine months of 1984. Among all families in the fourth quarter survey, twice as many families expected further improvement rather than reversals in the national economy (33 versus 16 percent). Consumers, however, do not expect the same high rate of economic growth for 1985 as they did for 1984—at this time last year, four times as many families expected improved economic conditions (45 versus 10 percent).

Despite the expected slowdown in the pace of economic growth, the majority of families expect the persistence of good times financially in the economy as a whole in both the near and longer terms. Among all families in the fourth quarter 1984 survey, 59 percent expected good times financially in the economy as a whole during the next twelve months, just below the 63 percent recorded one quarter earlier and the 61 percent recorded one year earlier. Economic prospects over the longer term have also remained favorable. In the fourth quarter 1984 survey, 42 percent of all families expected good times financially over the next five years, down from 46 percent one quarter earlier, but above the 39 percent recorded one year earlier. On balance, long term economic expectations remained favorable during the entire year of 1984—for the first time since the late 1960s.

Confidence in government economic policies to reduce both inflation and unemployment was higher in the fourth quarter 1984 survey than at any prior time during the past decade. Among all families, 33 percent favorably rated government economic policies, unchanged from the third quarter reading and above the 27 percent recorded one year earlier. Unfavorable evaluations of government economic policies were given by 18 percent of all families, down from 21 percent one year earlier.

Interest Rate Expectations Improve

Interest rate expectations, following sharp increases in early 1984, posted significant declines in the second half of the year. Among all families in the fourth quarter 1984 survey, 42 percent expected interest rates to increase, down from 55 percent in the third quarter and 66 percent in the second quarter. The proportion of families that expected interest rates to decline was 24 percent in the fourth quarter, up from 9 percent two quarters earlier.

Buying Attitudes Remain Favorable

Attitudes toward buying conditions for homes improved by a small amount at year end 1984. Among all families, 53 percent held favorable home buying attitudes in the fourth quarter survey, up from 50 percent one quarter earlier, but below the 61 percent recorded at the start of 1984. In early 1984, when interest rates were widely expected to increase, favorable home buying attitudes were supported in part by the appeal of borrowing-in-advance of those increases. Since mid 1984, as interest rate expectations declined, so has the appeal of borrowing-in-advance, falling to 9 percent at year end from 20 percent six months earlier (see Table B). The improvement at the close of 1984 was due to more frequent references to the current availability of lower mortgage rates, rising to 30 percent in the fourth quarter from 22 percent in the third quarter of 1984. References to high mortgage rates as a cause for postponement fell to 31 percent in the fourth quarter from 38 percent one quarter earlier, but remained above the 28 percent recorded one year earlier.

Favorable attitudes toward buying conditions for large household durables were held by 68 percent of all families in the fourth quarter 1984 survey, between the 71 percent recorded one quarter earlier and the 63 percent recorded one year earlier. The primary reason for the small decline in favorable attitudes during the past year has been fewer references to the availability of price discounts. In the fourth quarter 1984 survey, the proportion of families that cited the availability of price discounts on household durables fell to 30 percent from 34 percent one quarter earlier and the cyclical peak of 40 percent at the start of 1984. Importantly, unfavorable references to market prices for durables rose by only a marginal

amount during 1984—from 10 to 14 percent.

Favorable car buying attitudes were held by 55 percent of all families in the fourth quarter 1984 survey, down from 60 percent one quarter earlier and 58 percent one year earlier. Although the fourth quarter 1984 reading of 55 percent was the lowest reading since the first quarter of 1983, it nonetheless remains at a level comparable with the cyclical peak recorded in the late 1970s. A decline in favorable perceptions of market prices for vehicles was the primary reason for the recent erosion. Among all families in the fourth quarter survey, 18 percent referred to the availability of price discounts on new vehicles, the lowest level recorded in more than three years. Although references to price discounts on vehicles has declined, the number of consumers that registered complaints about high vehicle prices had not increased by year end 1984 over the year earlier level—14 percent. Thus far, as with household durables, this shift in perceptions of market prices reflects the habituation to the availability of price discounts rather than rising complaints about price increases.

Summary Outlook

The small year end decline in consumer sentiment indicates the transition from the prolonged enthusiasm which accompanied the rapid recovery to the accustomed awareness of the ongoing economic expansion. Even after this small decline, consumer sentiment remained more favorable at year end 1984 than at the cyclical peak recorded in the late 1970s. Thus far, most of the decline has been concentrated in movement from expectations for continued improvement toward the expectation that economic conditions would remain largely unchanged, rather than toward unfavorable expectations.

These data indicate that consumer spending will be maintained at its improved level through mid 1985. But unlike the later stages of past expansion periods, when the unrelenting pressure of rising prices promoted advance buying, buying attitudes have become increasingly dependent on the availability of price discounts. Consequently, buying behavior has become more responsive to pricing policies of individual sellers, rather than to aggregate price trends.

* * *

The fourth quarter 1984 survey included 2,120 completed interviews, conducted between October 1, and December 31, 1984.

TABLE A

OPINIONS ABOUT WHETHER NOW IS A GOOD TIME TO USE SAVINGS AND CREDIT FOR MAJOR PURCHASES

	Use of Savings				
	1983:4	1984:1	1984:2	1984:3	1984:4
OK to use savings; not especially reluctant	35%	40%	42%	40%	36%
Pro-con	*	*	*	1	1
Not Ok to use savings; especially reluctant	63	57	56	58	62
DK, NA	2	3	2	1	1
Total	100%	100%	100%	100%	100%
Cases	1270	1906	1921	1876	1926

	Use of Credit				
	1983:4	1984:1	1984:2	1984:3	1984:4
OK to use credit; not especially reluctant	25%	29%	29%	27%	27%
Pro-con	2	*	*	*	1
Not OK to use credit; especially reluctant	71	69	69	72	71
DK, NA	2	2	2	1	1
Total	100%	100%	100%	100%	100%
Cases	1390	2068	2075	2029	2120

TABLE B

REFERENCES TO INTEREST RATES IN SUPPORT OF FAVORABLE BUYING CONDITIONS

Survey Date	Durables		Houses		Vehicles	
	Low Rates	BiA Rates	Low Rates	BiA Rates	Low Rates	BiA Rates
1980:1	1	3	2	7	1	2
1980:2	1	2	6	3	2	1
1980:3	3	2	16	9	2	1
1980:4	1	2	3	8	1	2
1981:1	1	1	1	4	2	1
1981:2	*	2	3	4	2	1
1981:3	1	1	3	4	3	1
1981:4	1	1	2	2	4	*
1982:1	1	1	4	3	3	1
1982:2	1	1	4	2	8	1
1982:3	2	1	7	3	6	1
1982:4	5	1	25	5	18	1
1983:1	7	1	35	5	31	1
1983:2	12	2	48	9	38	2
1983:3	11	2	36	11	30	3
1983:4	6	1	29	10	18	2
1984:1	8	2	36	11	19	3
1984:2	7	5	25	20	14	6
1984:3	6	3	22	14	13	6
1984:4	8	3	30	9	12	3

NOTE: The proportions given above provide greater detail than is reported in the quarterly tables (see Tables 27, 29, and 31). The quarterly tables report the total proportion of respondents that made favorable references to credit conditions. The figures above divide this total into those respondents that referred to the current availability of low interest rates, and those that referred to borrowing-in-advance of rising interest rates.

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SURVEYS OF CONSUMER ATTITUDES

TABLES AND CHARTS

MARCH 1985

MONITORING ECONOMIC CHANGE PROGRAM

Institute for Social Research

TABLES AND CHARTS

MARCH 1985

The March 1985 survey is the 198th in a series of surveys of consumer attitudes conducted by the Survey Research Center at The University of Michigan. Initiated in 1946, these periodic surveys provide regular assessments of consumer attitudes and expectations, and are used to evaluate economic trends and prospects. The surveys are designed to explore why changes in consumer attitudes and expectations occur, and how these changes influence consumer spending and saving decisions.

Two charts highlight recent changes and historical patterns for most questions. Both recent change charts and historical series charts include quarterly data before 1978, and 3 month averages starting in January of 1978. See the explanatory charts at the end of this book for a detailed description.

All surveys are subject to sampling error because not all members of the population are interviewed. Most results on the total sample for this monthly survey will differ by no more than 4 percentage points in either direction from what would have been obtained by using the same methods on the entire population. See the back of this book for sampling error information.

(C) The University of Michigan, 1985

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CHART 1 - RECENT CHANGES
THE INDEX OF CONSUMER SENTIMENT

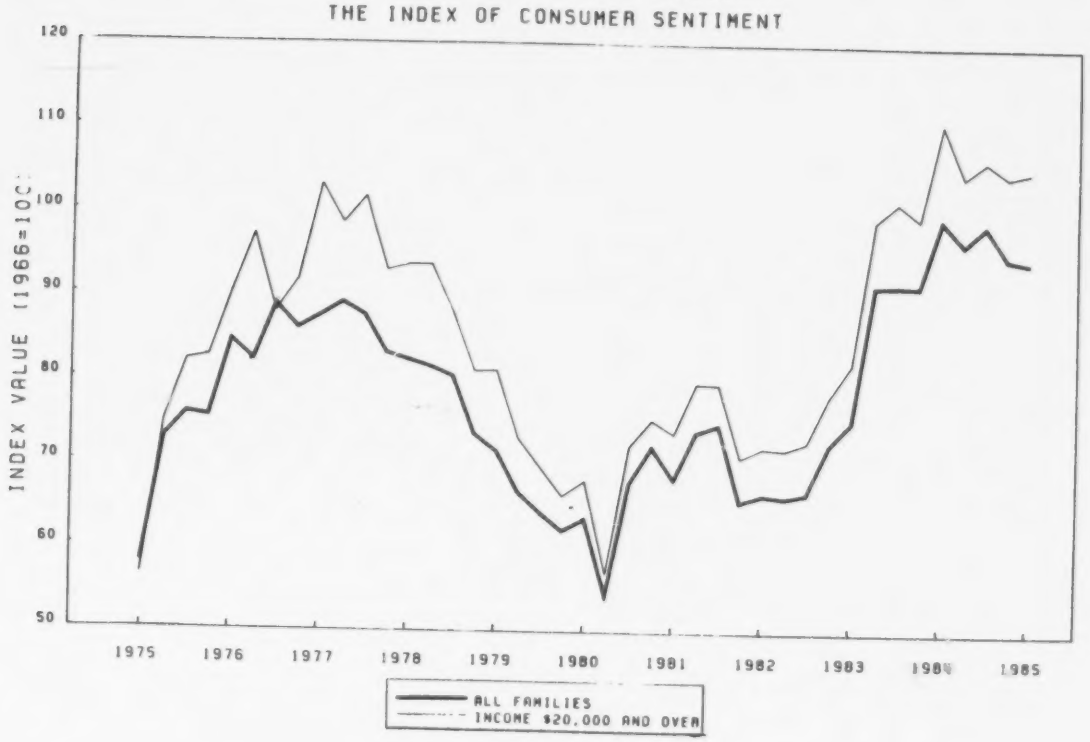


CHART 1 - HISTORICAL SERIES
THE INDEX OF CONSUMER SENTIMENT

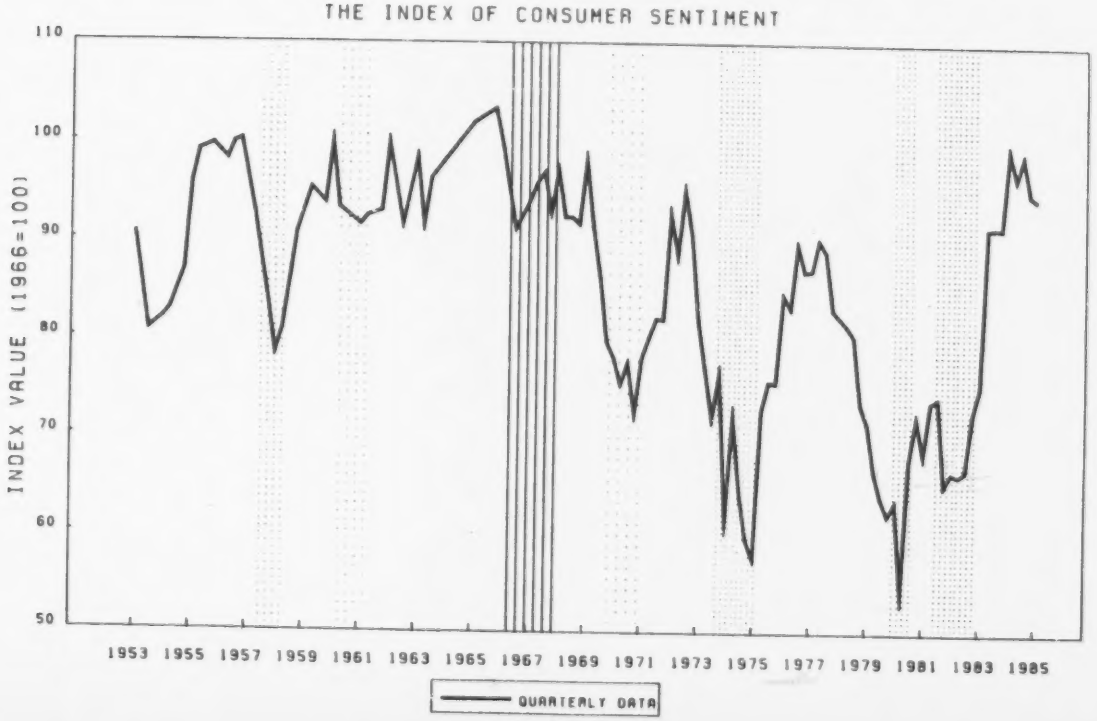


TABLE 1

THE INDEX OF CONSUMER SENTIMENT

DATE OF SURVEY	All families	Families with incomes over $20,000	Families with incomes over $25,000
Jan.-Mar. 1978	82.3	93.7	96.2
Apr.-June 1978	81.5	91.4	92.5
July-Sep. 1978	80.4	88.0	88.3
Oct.-Dec. 1978	73.5	81.0	83.0
Jan.-Mar. 1979	71.5	81.1	81.7
Apr.-June 1979	66.6	73.0	75.5
July-Sep. 1979	63.9	69.6	71.2
Oct.-Dec. 1979	62.1	66.7	69.5
Jan.-Mar. 1980	63.5	68.0	69.6
Apr.-June 1980	54.4	57.0	58.1
July-Sep. 1980	67.8	72.2	73.3
Oct.-Dec. 1980	72.1	75.3	78.3
Jan.-Mar. 1981	68.3	73.7	76.1
Apr.-June 1981	73.9	79.7	82.0
July-Sep. 1981	74.8	79.6	80.1
Oct.-Dec. 1981	65.7	70.9	71.8
Jan.-Mar. 1982	66.5	72.1	72.8
Apr.-June 1982	66.2	71.9	73.6
July-Sep. 1982	66.7	72.8	74.6
Oct.-Dec. 1982	72.5	78.3	80.8
Jan.-Mar. 1983	75.3	82.2	83.0
Apr.-June 1983	91.5	99.3	100.8
July-Sep. 1983	91.6	101.5	104.1
Oct.-Dec. 1983	91.5	99.5	101.7
Jan.-Mar. 1984	99.5	110.8	113.2
Apr.-June 1984	96.6	104.6	105.7
July-Sep. 1984	98.9	106.5	107.9
Oct.-Dec. 1984	95.0	104.7	106.3
Jan.-Mar. 1985	94.5	105.3	107.6

CHART 2A - HISTORICAL SERIES

THE INDEX OF CONSUMER SENTIMENT WITHIN REGION SUBGROUPS

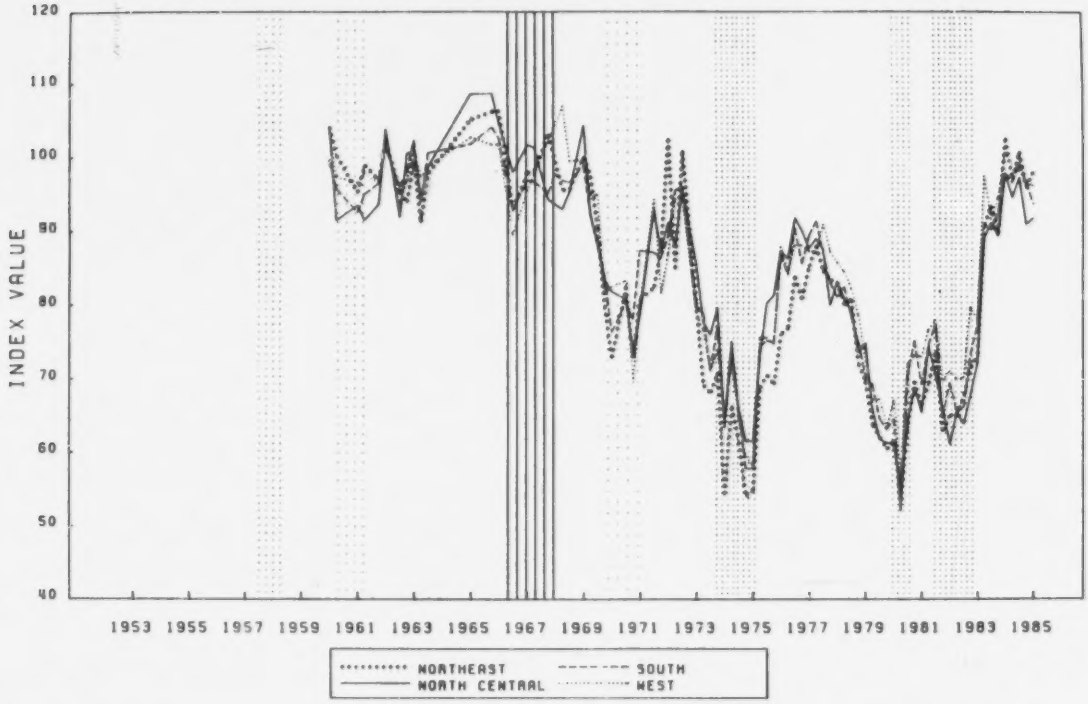


CHART 2B - HISTORICAL SERIES

INDEX OF CONSUMER SENTIMENT WITHIN AGE GROUPS

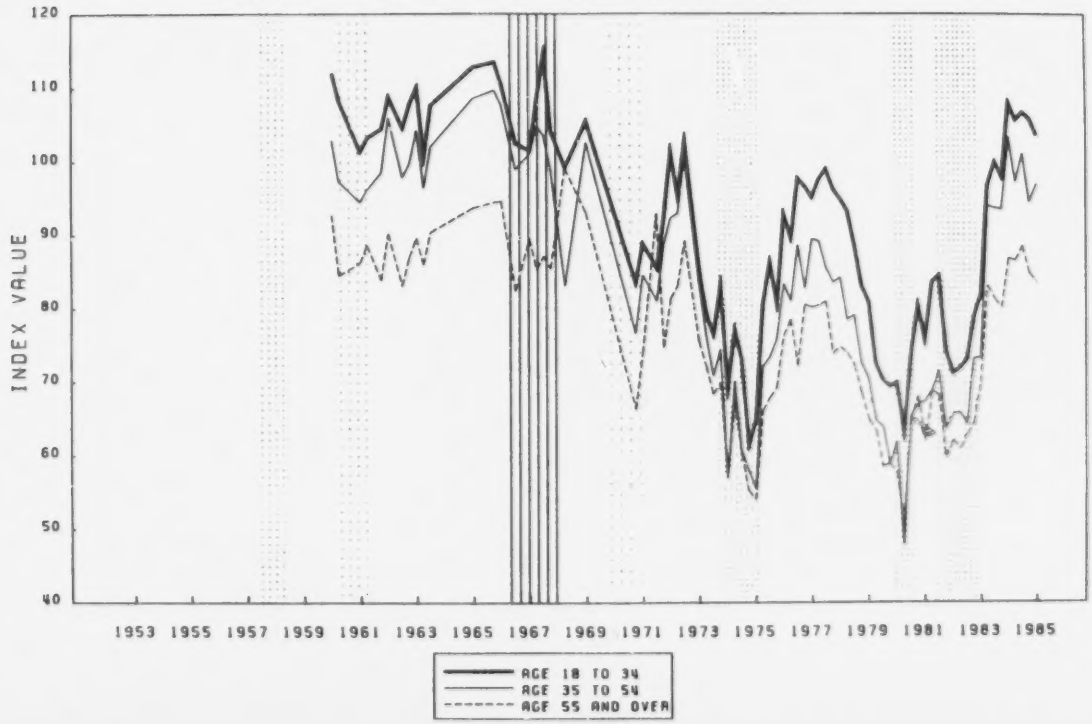


TABLE 2

INDEX OF CONSUMER SENTIMENT WITHIN REGION AND AGE SUBGROUPS

DATE OF SURVEY	CENSUS REGION				AGE OF RESPONDENT		
	North East	North Central	South	West	18-34	35-54	55+
Jan.-Mar. 1978	81.9	81.4	80.9	85.8	95.0	81.9	73.6
Apr.-June 1978	79.6	80.7	81.8	84.4	92.9	78.1	73.6
July-Sep. 1978	81.4	78.8	78.9	84.3	88.9	79.8	73.1
Oct.-Dec. 1978	71.3	72.9	74.0	77.0	81.6	71.3	67.8
Jan.-Mar. 1979	69.0	74.5	70.3	71.8	80.5	70.0	64.7
Apr.-June 1979	63.3	65.7	69.3	66.9	72.4	64.9	63.3
July-Sep. 1979	62.1	62.1	64.4	67.4	70.4	63.9	58.5
Oct.-Dec. 1979	60.3	61.3	63.2	63.3	69.5	58.7	58.9
Jan.-Mar. 1980	61.6	61.1	64.6	67.1	70.4	61.7	57.6
Apr.-June 1980	53.3	55.6	52.1	57.3	63.1	47.9	51.1
July-Sep. 1980	63.7	64.3	70.3	72.1	73.5	65.4	64.7
Oct.-Dec. 1980	69.7	68.8	75.2	73.2	80.5	66.8	68.1
Jan.-Mar. 1981	66.4	65.4	69.2	73.0	75.7	67.5	62.0
Apr.-June 1981	69.3	74.4	74.6	76.7	83.6	68.8	68.8
July-Sep. 1981	73.7	70.7	77.4	78.0	84.5	71.5	68.2
Oct.-Dec. 1981	62.9	66.0	64.8	69.8	74.3	63.6	59.7
Jan.-Mar. 1982	65.1	61.2	69.5	71.1	71.2	65.7	62.1
Apr.-June 1982	65.0	65.4	65.5	70.0	71.9	65.8	60.9
July-Sep. 1982	67.8	63.9	66.2	70.2	73.0	64.3	62.9
Oct.-Dec. 1982	71.5	68.0	73.3	79.7	78.9	73.2	64.5
Jan.-Mar. 1983	73.3	72.2	77.4	78.1	81.9	73.3	70.0
Apr.-June 1983	90.8	89.1	91.0	97.5	96.9	94.0	83.1
July-Sep. 1983	93.5	91.2	90.2	91.6	100.0	93.7	81.3
Oct.-Dec. 1983	89.7	89.4	92.7	94.7	97.9	95.3	80.1
Jan.-Mar. 1984	102.6	97.9	97.7	100.7	108.0	103.4	86.8
Apr.-June 1984	97.1	94.6	96.6	99.0	105.7	97.3	86.5
July-Sep. 1984	100.8	97.3	99.2	98.2	106.7	101.1	88.5
Oct.-Dec. 1984	95.9	91.0	96.6	96.6	105.8	94.5	84.8
Jan.-Mar. 1985	98.1	91.8	93.7	96.2	103.6	96.9	83.6

CHART 3 - RECENT CHANGES
CURRENT AND EXPECTED COMPONENTS

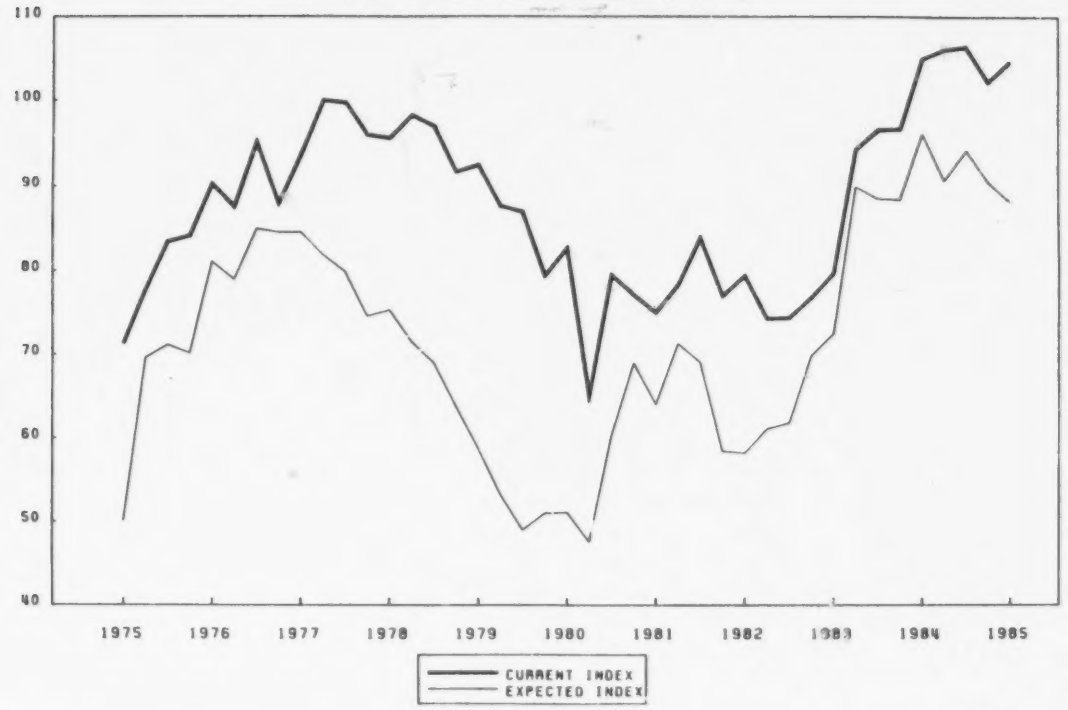


CHART 3 - HISTORICAL SERIES
CURRENT AND EXPECTED COMPONENTS

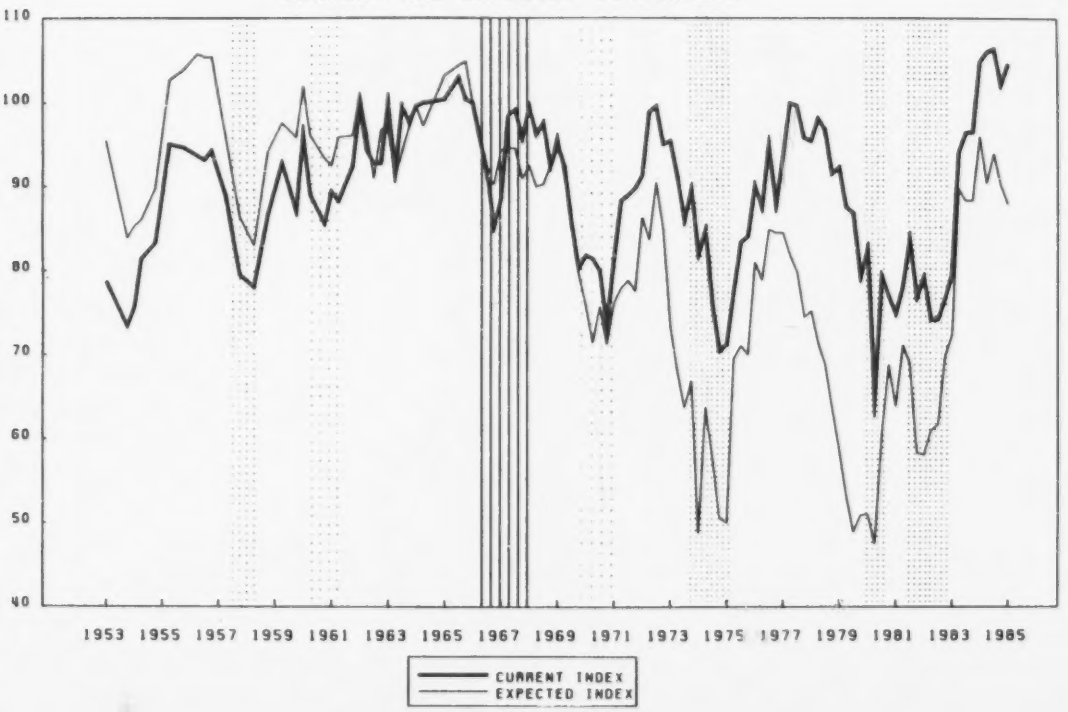


TABLE 3

COMPONENTS OF THE INDEX OF CONSUMER SENTIMENT

DATE OF SURVEY	INDEX COMPONENTS +						
	Personal finances		Business conditions				
	Current	Expected	12 months	5 years	Buying conds.	Current Index	Expected Index
	(1)	(2)	(3)	(4)	(5)	(1,5)	(2,3,4)
Jan.-Mar. 1978	104	110	102	82	140	94.9	74.1
Apr.-June 1978	105	108	98	74	147	98.2	70.7
July-Sep. 1978	106	111	94	70	144	97.2	69.6
Oct.-Dec. 1978	99	102	79	66	132	90.2	62.8
Jan.-Mar. 1979	98	99	68	61	138	92.2	58.1
Apr.-June 1979	89	92	58	57	135	87.6	53.2
July-Sep. 1979	92	96	48	46	131	87.0	49.0
Oct.-Dec. 1979	84	98	50	51	119	79.4	51.0
Jan.-Mar. 1980	86	99	50	49	126	82.6	51.1
Apr.-June 1980	77	98	35	51	88	65.0	47.6
July-Sep. 1980	91	111	64	62	111	79.4	60.3
Oct.-Dec. 1980	83	109	81	83	113	77.0	68.9
Jan.-Mar. 1981	82	106	70	75	109	74.9	64.0
Apr.-June 1981	88	114	89	79	112	78.2	71.2
July-Sep. 1981	98	115	84	74	117	83.8	69.0
Oct.-Dec. 1981	91	110	59	61	106	76.9	58.4
Jan.-Mar. 1982	91	111	55	65	114	79.3	58.2
Apr.-June 1982	91	113	61	69	100	74.2	61.1
July-Sep. 1982	89	113	64	69	102	74.3	61.8
Oct.-Dec. 1982	90	119	77	83	107	76.7	69.8
Jan.-Mar. 1983	91	119	92	78	114	79.6	72.4
Apr.-June 1983	106	132	131	99	137	94.2	89.8
July-Sep. 1983	109	125	130	100	141	96.5	88.4
Oct.-Dec. 1983	113	125	131	99	137	96.6	88.3
Jan.-Mar. 1984	119	131	146	109	153	104.9	96.0
Apr.-June 1984	121	126	133	106	154	106.0	90.5
July-Sep. 1984	122	128	137	113	153	106.4	94.0
Oct.-Dec. 1984	119	127	132	104	146	102.2	90.3
Jan.-Mar. 1985	115	122	133	99	156	104.6	88.0

(1) : See Table 4.
(2) : See Table 6.
(3) : See Table 18.
(4) : See Table 19.
(5) : See Table 26.

+ : Percent saying "GOOD TIMES" (or "BETTER"), minus percent saying "BAD TIMES" (or "WORSE"), plus 100.

CHART 4 - RECENT CHANGES

CURRENT FINANCIAL SITUATION COMPARED WITH A YEAR AGO

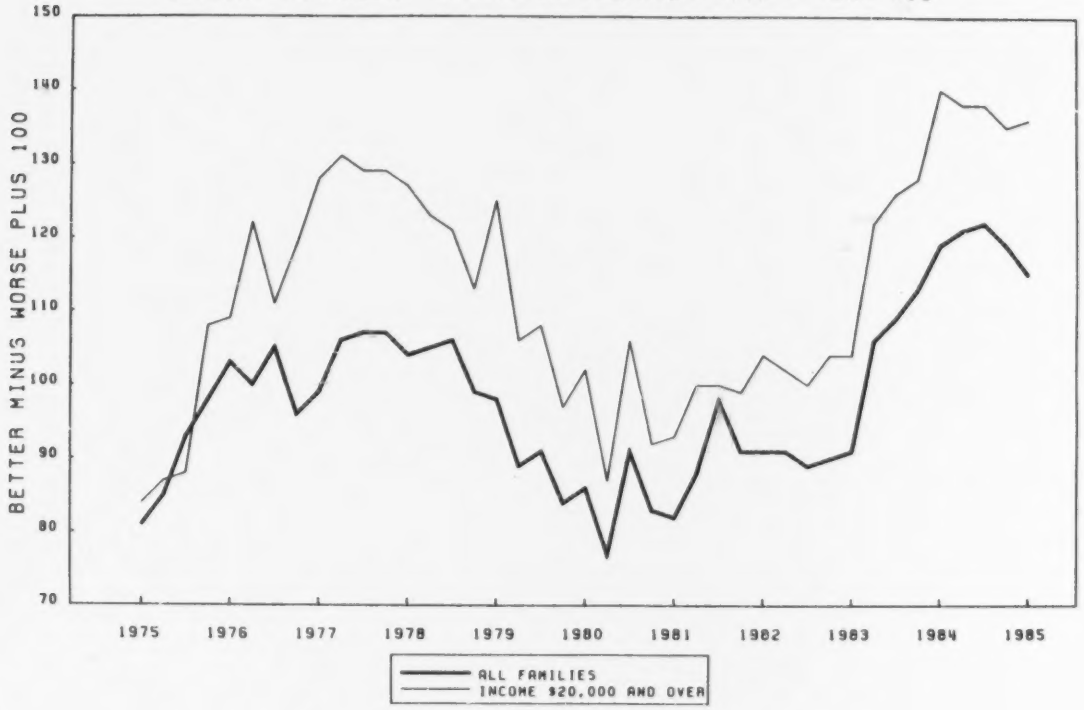


CHART 4 - HISTORICAL SERIES

CURRENT FINANCIAL SITUATION COMPARED WITH A YEAR AGO

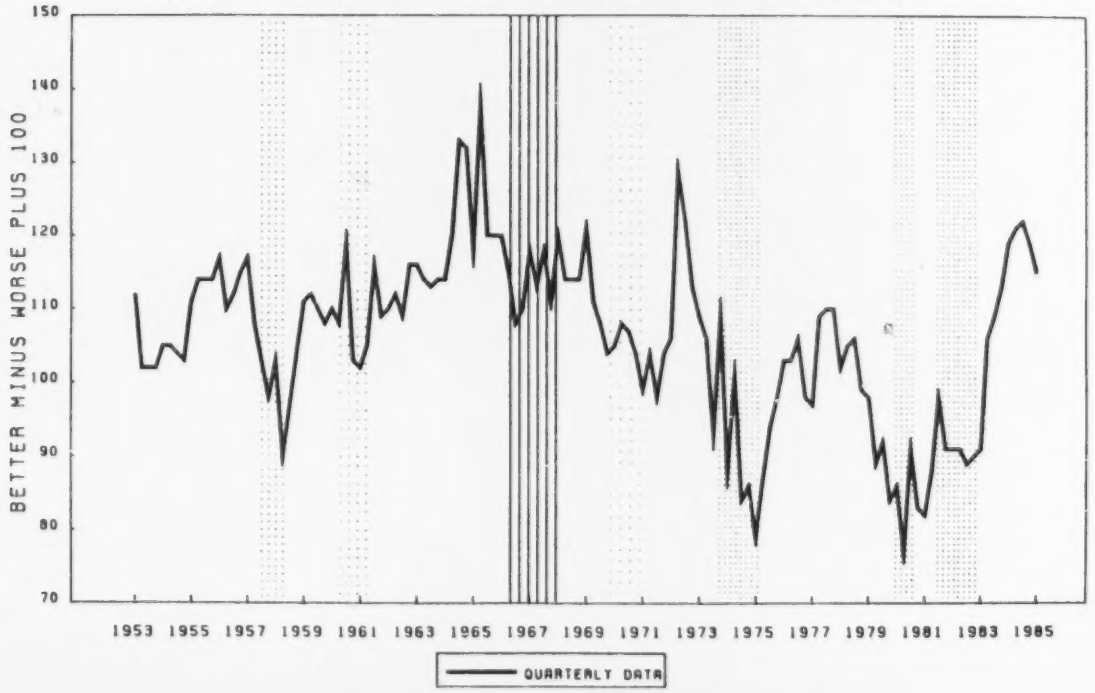


TABLE 4

CURRENT FINANCIAL SITUATION COMPARED TO A YEAR AGO

	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985
A. ALL FAMILIES													
BETTER OFF	31%	30%	30%	31%	30%	37%	38%	40%	45%	45%	45%	44%	41%
SAME	28	32	28	28	31	32	33	33	30	31	32	30	33
WORSE OFF	40	38	41	41	39	31	29	27	25	23	23	26	26
DK,NA	1	*	1	*	*	*	*	*	*	1	*	*	*
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
BETTER OFF	38%	37%	36%	40%	37%	47%	48%	48%	57%	55%	54%	54%	54%
SAME	27	29	29	25	30	29	29	32	26	28	30	27	28
WORSE OFF	34	34	35	35	33	24	23	20	17	17	16	19	18
DK,NA	1	*	*	*	*	*	*	*	*	*	*	*	*
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "We are interested in how people are getting along financially these days. Would you say that you (and your family living there) are better off or worse off financially than you were a year ago?"

* : Less than half of one percent.

CHART 5 - RECENT CHANGES

REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION

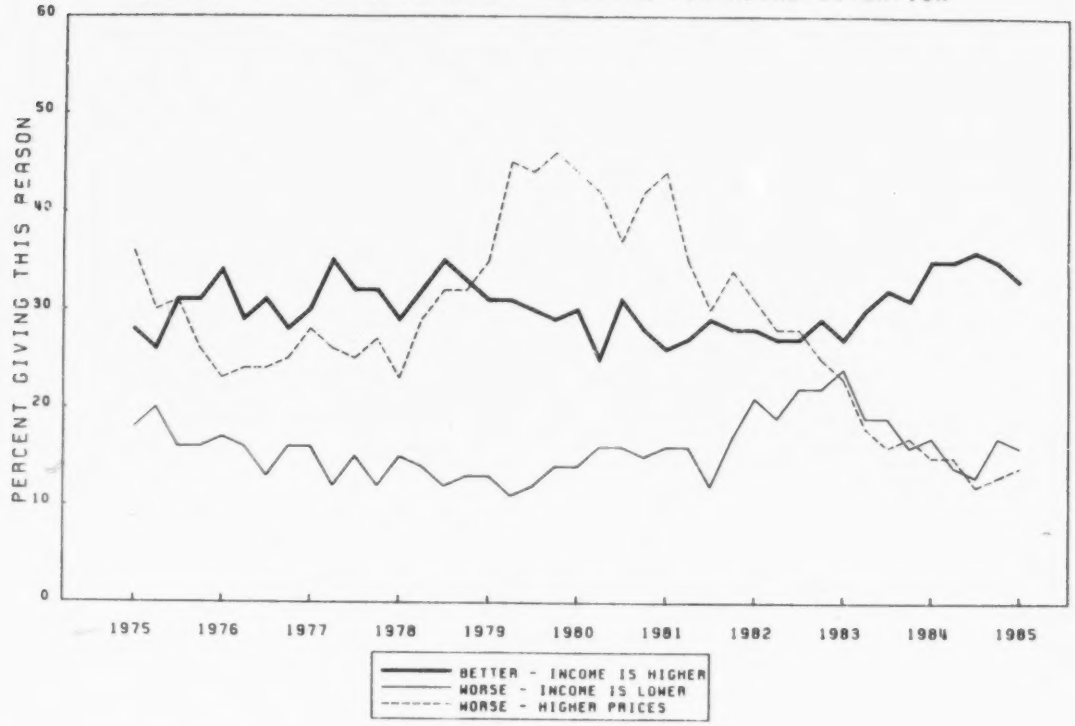


CHART 5 - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION

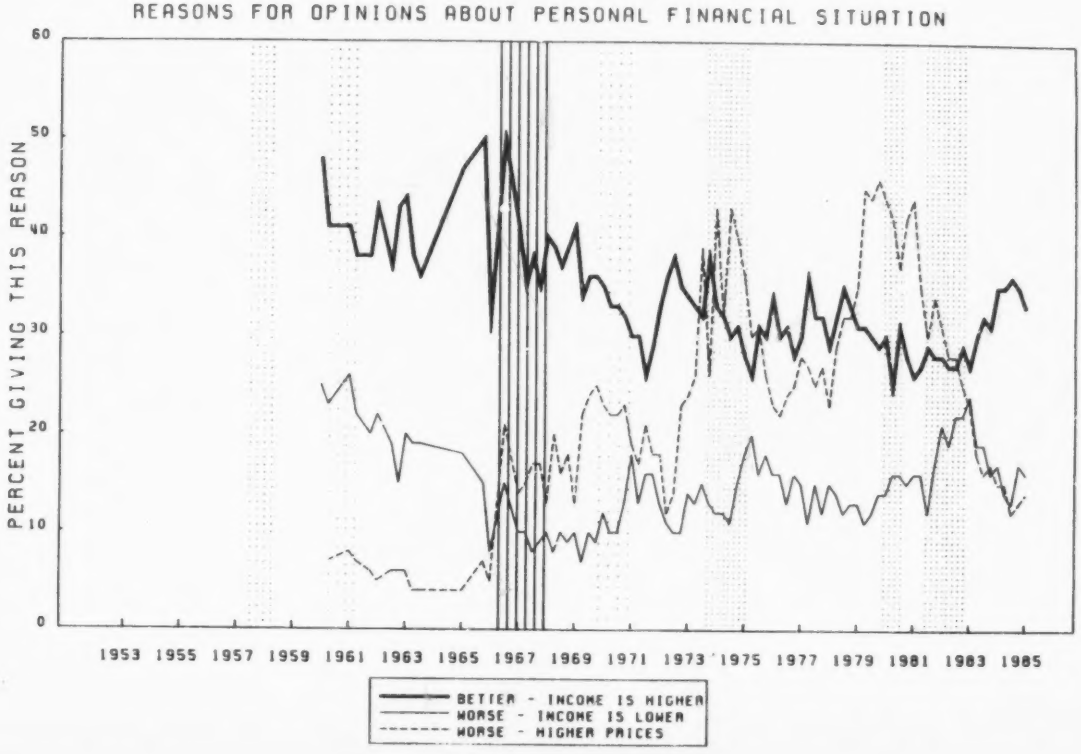


TABLE 5

SELECTED REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION +

	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985
A. ALL FAMILIES													
BETTER OFF THAN YEAR AGO:													
Income is higher	28%	27%	27%	29%	27%	30%	32%	31%	35%	35%	36%	35%	33%
WORSE OFF THAN YEAR AGO:													
Income is lower	21	19	22	22	24	19	19	16	17	14	13	17	16
Higher prices	31	28	28	25	23	18	16	17	15	15	12	13	14
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
BETTER OFF THAN YEAR AGO:													
Income is higher	36%	35%	33%	37%	34%	38%	43%	38%	46%	43%	45%	45%	44%
WORSE OFF THAN YEAR AGO:													
Income is lower	17	19	22	21	22	17	17	13	12	12	10	16	12
Higher prices	29	26	24	23	20	15	12	14	10	11	10	9	11

Responses to the query: "Why do you say so?" following the question on Table 4.

+ : May add to more than 100% due to multiple mentions.

CHART 6 - RECENT CHANGES

EXPECTED CHANGE IN FINANCIAL SITUATION

CHART 6 - HISTORICAL SERIES

EXPECTED CHANGE IN FINANCIAL SITUATION

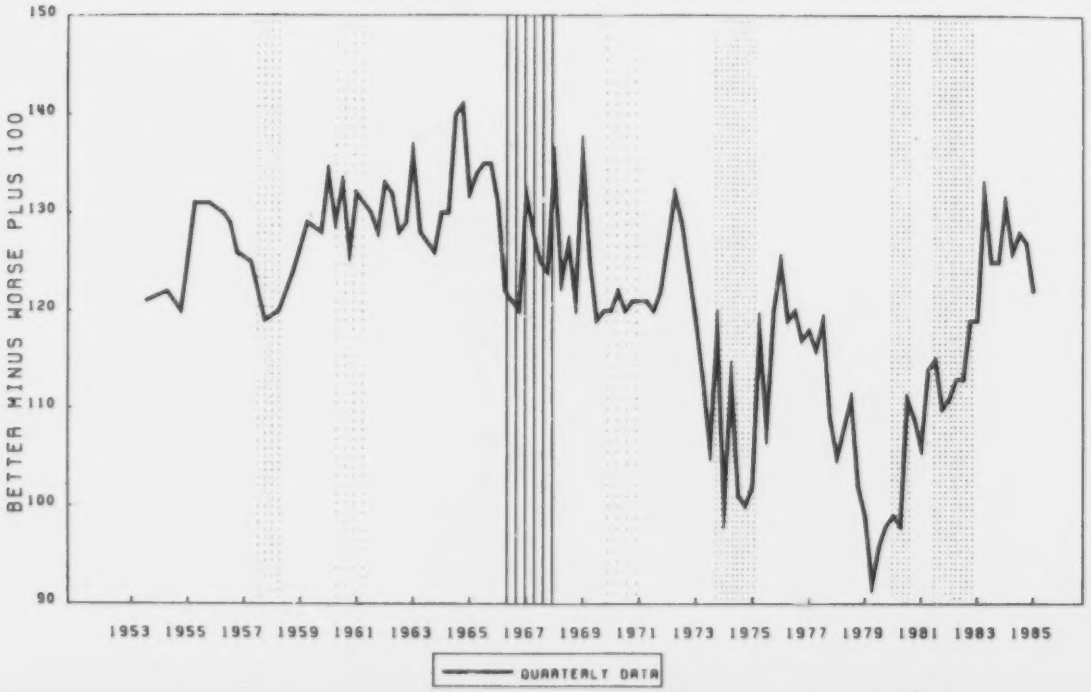


TABLE 6

EXPECTED CHANGE IN FINANCIAL SITUATION

	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985
A. ALL FAMILIES													
BETTER OFF	30%	32%	31%	35%	35%	40%	36%	37%	41%	37%	37%	38%	35%
SAME	47	46	48	45	46	49	49	48	46	49	50	48	50
WORSE OFF	19	18	18	16	16	8	11	11	10	12	9	11	12
DK,NA	4	4	3	4	3	3	4	4	3	2	4	3	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
BETTER OFF	36%	34%	37%	39%	40%	43%	44%	41%	48%	42%	43%	45%	41%
SAME	46	47	47	45	44	47	46	48	44	47	47	46	47
WORSE OFF	16	17	14	14	14	8	7	9	7	10	8	7	10
DK,NA	2	2	2	2	2	2	3	2	1	1	2	2	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "Now looking ahead--do you think that a year from now you (and your family living there) will be better off financially, or worse off, or just about the same as now?"

CHART 7 - RECENT CHANGES

TREND IN PERSONAL FINANCIAL SITUATION

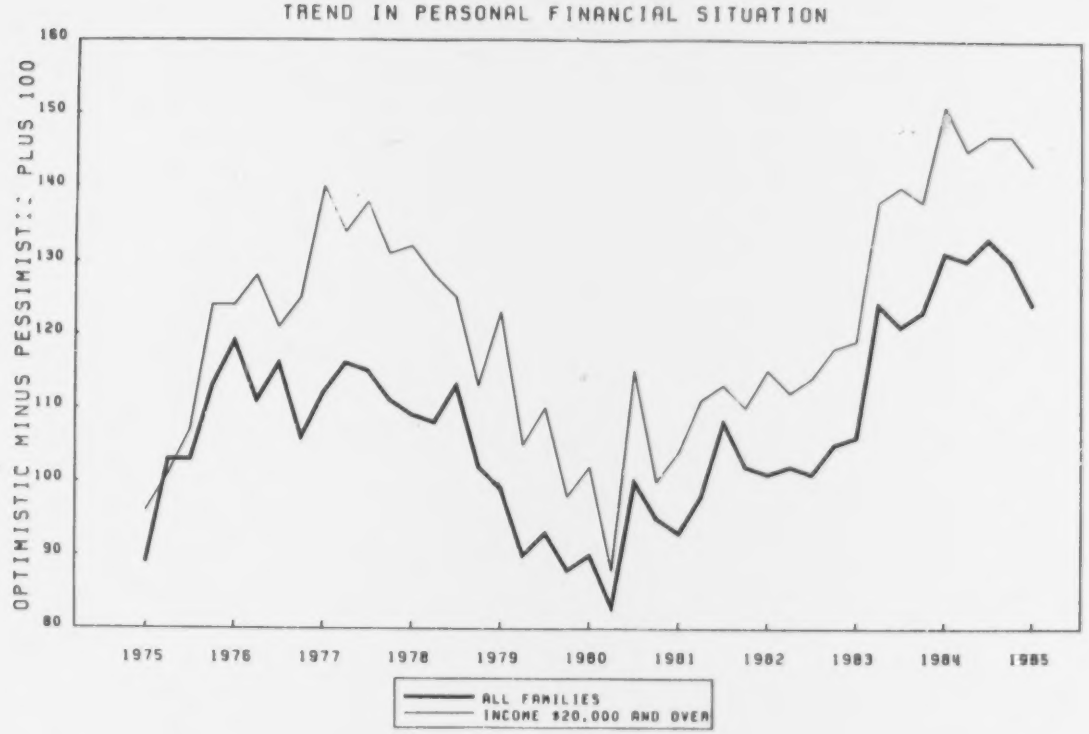


CHART 7 - HISTORICAL SERIES

TREND IN PERSONAL FINANCIAL SITUATION

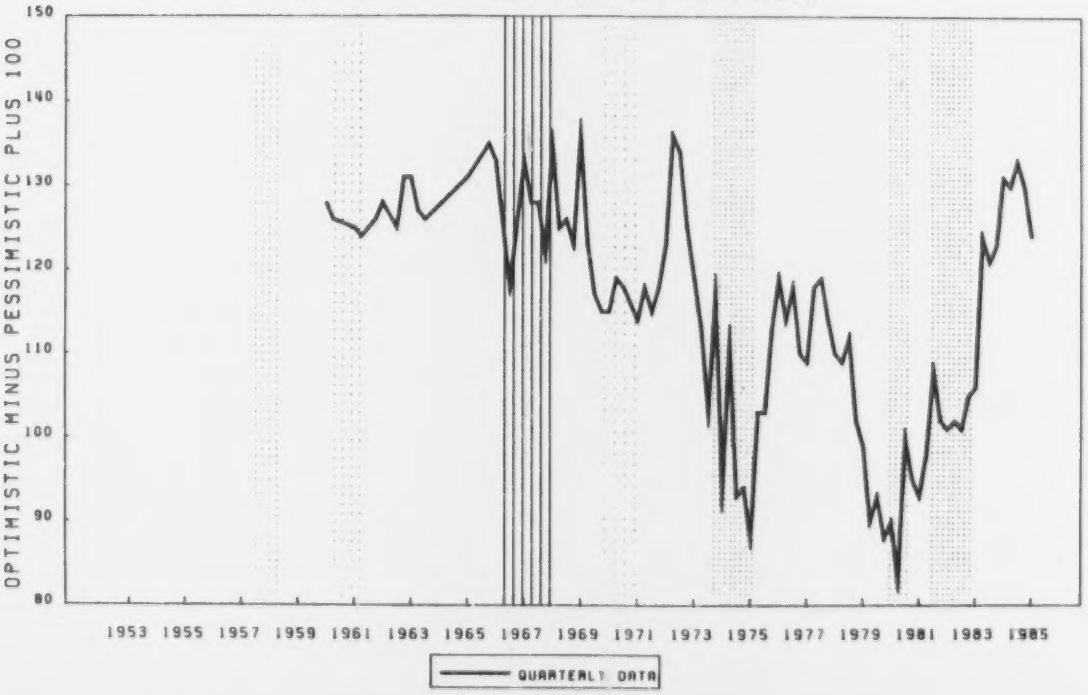


TABLE 7

TREND IN PERSONAL FINANCIAL SITUATION

	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985
A. ALL FAMILIES													
PERSONAL FINANCIAL PROGRESS:													
Continuous increase (a)	14%	13%	15%	16%	15%	18%	19%	20%	24%	22%	24%	22%	20%
Intermittent increase (b)	20	21	19	20	21	25	25	24	26	26	27	28	26
Remain unchanged (c)	16	17	17	15	16	19	19	20	16	20	19	17	20
Intermittent decline (d)	22	22	22	20	21	17	17	16	16	13	14	15	16
Continuous decline (e)	12	11	12	11	9	4	6	6	4	5	5	5	5
Mixed change (f)	12	12	11	14	14	13	10	10	10	12	7	10	10
DK,NA	4	4	4	4	4	4	4	4	4	2	4	3	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
PERSONAL FINANCIAL PROGRESS:													
Continuous increase (a)	18%	16%	19%	20%	19%	23%	25%	25%	32%	27%	29%	28%	26%
Intermittent increase (b)	24	25	23	24	25	30	31	28	31	31	31	33	32
Remain unchanged (c)	15	16	16	14	15	16	16	20	15	17	17	13	16
Intermittent decline (d)	19	20	19	17	18	13	12	11	10	10	10	12	13
Continuous decline (e)	9	9	9	9	7	4	3	4	2	3	3	3	3
Mixed change (f)	13	12	12	13	14	12	10	10	9	11	8	9	9
DK,NA	2	2	2	3	2	2	3	2	1	1	2	2	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Combination of the responses to the questions on Tables 4 and 6.

Key: (a) Better off financially than a year ago/Better off a year from now
(b) Better/Same or Same/Better
(c) Same/Same
(d) Worse/Same or Same/Worse
(e) Worse/Worse
(f) Worse/Better or Better/Worse

CHART 8 - RECENT CHANGES

MEDIAN EXPECTED CHANGE IN FAMILY INCOME

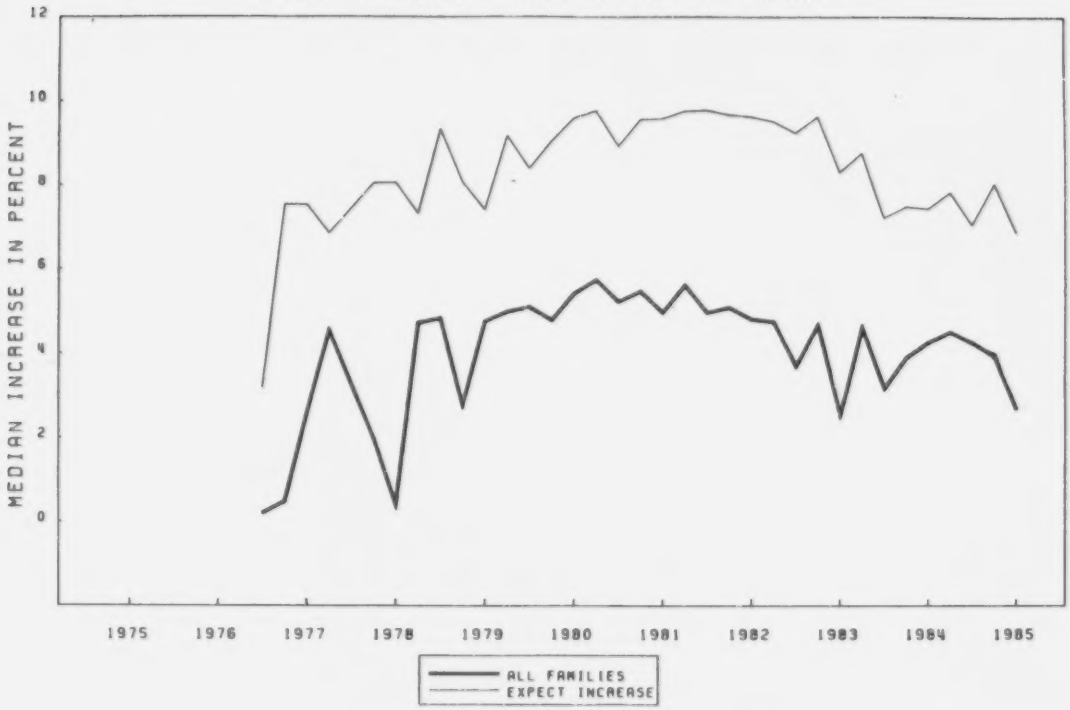


TABLE 8

EXPECTED FAMILY INCOME CHANGE DURING THE NEXT 12 MONTHS

	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985
A. ALL FAMILIES													
EXPECT INCREASE:													
1-4%	6%	6%	8%	6%	8%	9%	11%	12%	14%	11%	15%	12%	13%
5%	9	10	8	9	9	11	11	10	11	10	11	10	11
6-9%	11	11	10	9	9	11	8	9	9	9	10	8	7
10-24%	21	19	18	20	15	18	15	16	17	19	17	18	15
25% or more	7	7	7	8	7	8	8	7	8	8	7	8	7
DK how much up	5	6	5	6	5	4	5	6	5	5	4	6	3
EXPECT SAME	24	23	27	25	28	26	27	25	25	24	23	23	27
EXPECT DOWN	15	17	15	15	17	12	13	12	9	12	11	13	16
DK,NA	2	1	2	2	2	1	2	3	2	2	2	2	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
EXPECT INCREASE:													
1-4%	7%	7%	9%	7%	9%	9%	11%	12%	15%	13%	15%	12%	14%
5%	10	11	9	11	11	13	14	12	14	13	14	13	12
6-9%	14	12	13	12	12	14	12	13	12	13	13	11	11
10-24%	27	25	24	25	18	23	19	21	23	22	20	23	20
25% or more	6	5	6	7	7	5	8	5	8	6	6	7	6
DK how much up	4	5	3	5	5	3	4	4	4	3	3	5	2
EXPECT SAME	16	18	20	18	21	20	19	21	16	18	19	15	20
EXPECT DOWN	15	16	14	14	16	12	12	11	8	11	9	13	14
DK,NA	1	1	2	1	1	1	1	1	*	1	1	1	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The questions were: "During the next 12 months, do you expect your (family) income to be higher or lower than during the past year?" and "By about what percent do you expect your (family) income to increase during the next 12 months?"

* : Less than half of one percent.

CHART 9 - RECENT CHANGES

INCOME OR PRICES UP MORE DURING THE LAST YEAR

TABLE 9

PAST CHANGE IN REAL FAMILY INCOME

	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985
A. ALL FAMILIES													
INCOME UP MORE	16%	16%	16%	16%	15%	17%	17%	22%	22%	20%	22%	22%	18%
INCOME UP SAME	30	31	30	32	27	31	29	31	30	33	34	32	36
PRICES UP MORE	52	52	52	51	56	50	52	46	46	45	43	44	45
DK,NA	2	1	2	1	2	2	2	1	2	2	1	2	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
INCOME UP MORE	24%	22%	22%	21%	21%	24%	26%	29%	33%	27%	28%	30%	27%
INCOME UP SAME	32	33	32	34	31	35	33	33	32	36	38	35	37
PRICES UP MORE	44	45	45	44	47	41	41	37	34	36	33	34	35
DK,NA	*	*	1	1	1	*	*	1	1	1	1	1	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "During the last year or two, would you say that your (family) income went up more than prices, went up about the same as prices, or went up less than prices?"

* : Less than half of one percent.

CHART 10 - RECENT CHANGES

INCOME OR PRICES UP MORE DURING THE NEXT YEAR

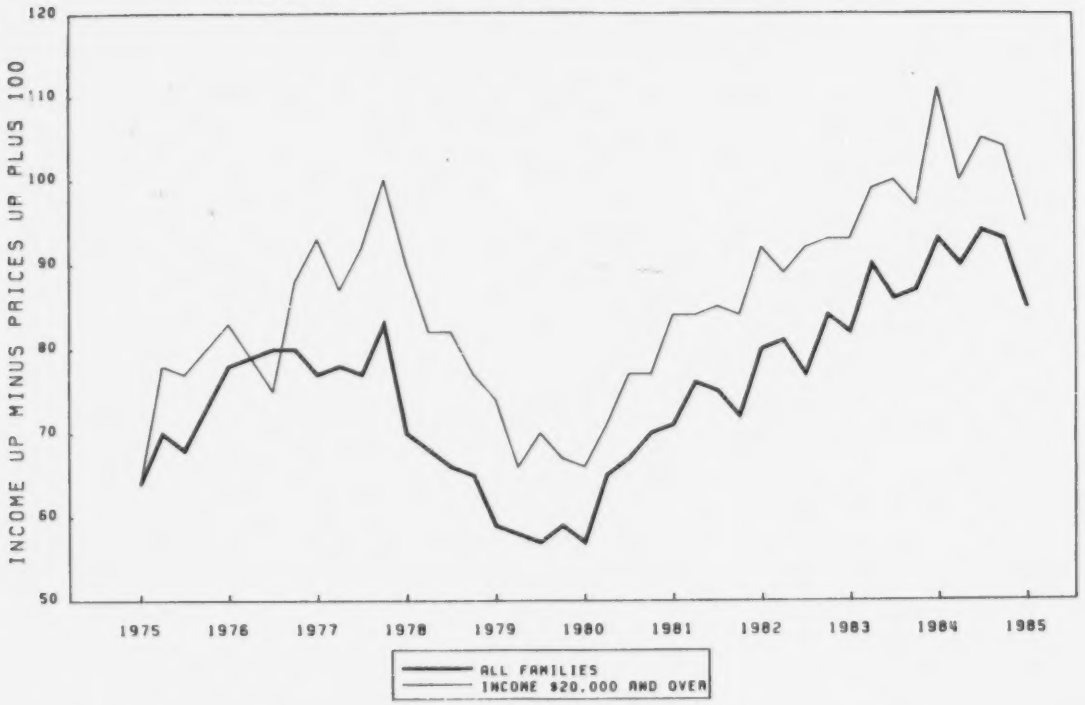


TABLE 10

EXPECTED CHANGE IN REAL FAMILY INCOME

	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985
A. ALL FAMILIES													
INCOME UP MORE	18%	18%	18%	19%	19%	21%	20%	20%	23%	22%	23%	23%	19%
INCOME UP SAME	42	42	39	43	42	45	43	43	45	44	43	44	45
PRICES UP MORE	37	37	40	35	36	31	34	34	30	32	30	30	34
DK,NA	3	3	3	3	3	3	3	3	2	2	4	3	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
INCOME UP MORE	24%	21%	23%	24%	24%	25%	26%	25%	33%	26%	29%	30%	25%
INCOME UP SAME	44	45	43	43	42	47	46	46	44	46	46	44	45
PRICES UP MORE	31	33	32	31	31	26	27	28	22	27	24	26	29
DK,NA	1	1	2	2	3	2	1	1	1	1	1	*	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "How about the next year or two--do you expect that your (family) income will go up more than prices will go up, about the same, or less than prices will go up?"

* : Less than half of one percent.

CHART 11 - RECENT CHANGES

TREND IN INCOME AND PRICE COMPARISON

TABLE 11

TREND IN FAMILY INCOME AND PRICES COMPARISONS

	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985
A. ALL FAMILIES													
REAL INCOME PROGRESS:													
Continuous increase (a)	8%	9%	8%	9%	9%	10%	10%	12%	13%	10%	11%	12%	9%
Intermittent increase (b)	10	10	10	11	8	11	12	12	13	15	15	13	14
Remain unchanged (c)	20	19	19	19	17	20	18	19	20	20	21	21	22
Intermittent decline (d)	23	24	22	24	26	23	23	22	21	21	21	21	22
Continuous decline (e)	29	28	32	26	28	25	27	25	23	24	22	23	25
Mixed change (f)	7	7	5	7	8	8	7	7	7	7	6	7	6
DK,NA	3	3	4	4	4	3	3	3	3	3	4	3	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
REAL INCOME PROGRESS:													
Continuous increase (a)	13%	12%	12%	12%	13%	13%	14%	16%	20%	15%	16%	19%	15%
Intermittent increase (b)	13	11	13	14	12	14	17	14	17	18	18	15	17
Remain unchanged (c)	20	21	20	20	18	23	21	21	21	21	25	23	24
Intermittent decline (d)	23	24	21	22	23	21	21	23	17	19	18	18	18
Continuous decline (e)	22	23	24	22	23	19	19	18	16	18	16	17	20
Mixed change (f)	8	8	8	8	8	8	7	6	8	8	6	7	5
DK,NA	1	1	2	2	3	2	1	2	1	1	1	1	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Combination of the responses to the questions on Tables 9 and 10.

Key: (a) Income up more last year/Income up more next year
(b) Income up more/Same or Income up same/More
(c) Income up same/Same
(d) Prices up more/Same or Prices up same/More
(e) Prices up more/More
(f) Income up more/Prices up more or Prices up more/Income up more

CHART 12 - RECENT CHANGES

NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS

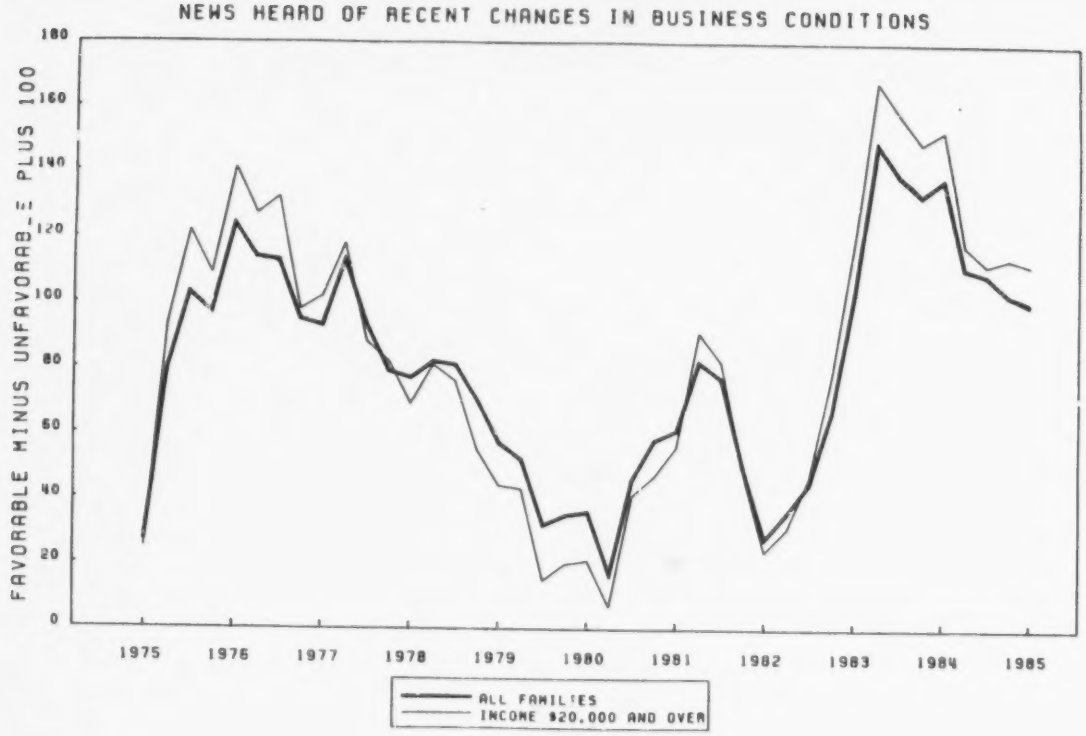


CHART 12 - HISTORICAL SERIES

NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS

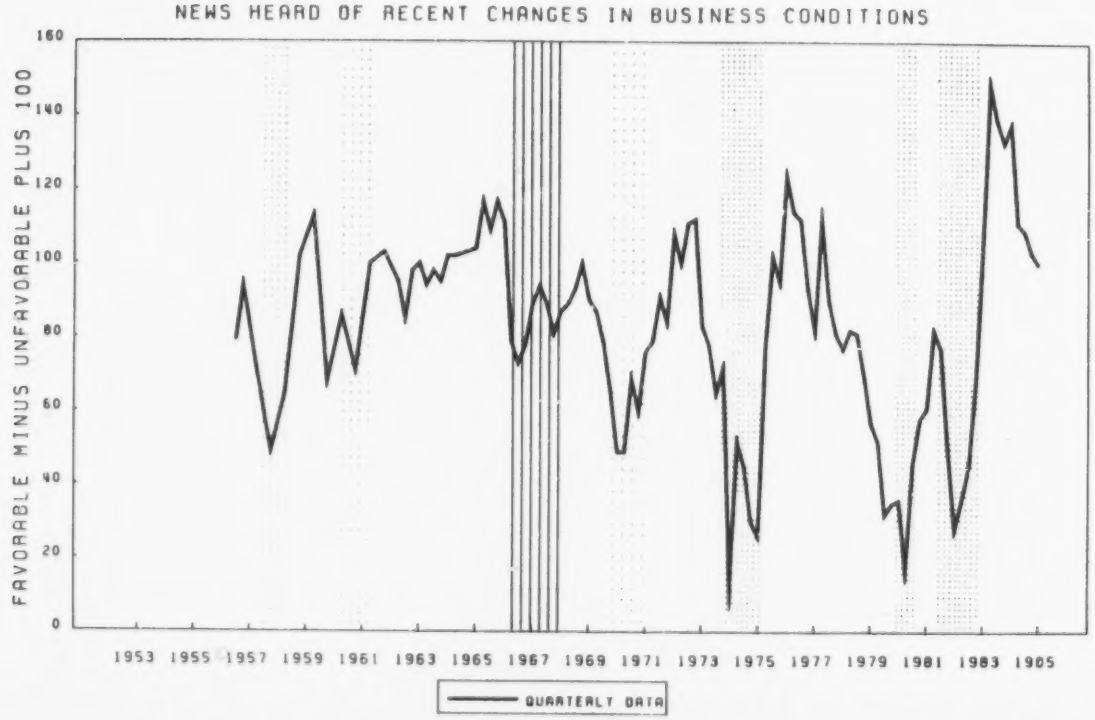


TABLE 12

NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS +

	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985
A. ALL FAMILIES													
FAVORABLE NEWS	20%	23%	29%	39%	58%	80%	69%	62%	67%	49%	48%	41%	43%
UNFAVORABLE NEWS	92	88	85	73	55	31	30	28	30	38	39	38	43
NO MENTIONS	29	30	28	28	29	30	37	41	38	43	42	46	44
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
FAVORABLE NEWS	26%	29%	38%	49%	73%	96%	86%	79%	81%	57%	55%	52%	55%
UNFAVORABLE NEWS	102	98	91	71	54	28	28	30	28	40	43	37	43
NO MENTIONS	22	22	21	24	23	23	29	31	30	37	36	40	37

The questions were: "During the last few months, have you heard of any favorable or unfavorable changes in business conditions?" and "What did you hear?"

+ : May add to more than 100% due to multiple mentions.

CHART 13A - HISTORICAL SERIES

TYPE OF NEWS HEARD ABOUT CHANGES IN BUSINESS CONDITIONS

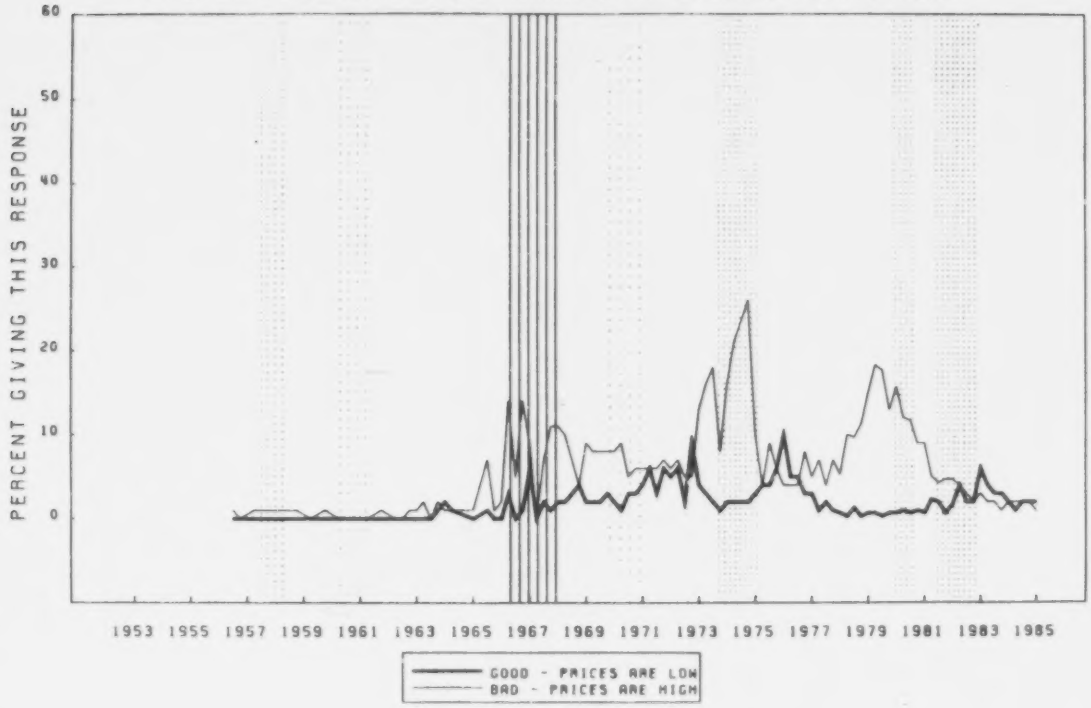


CHART 13B - HISTORICAL SERIES

TYPE OF NEWS HEARD ABOUT CHANGES IN BUSINESS CONDITIONS

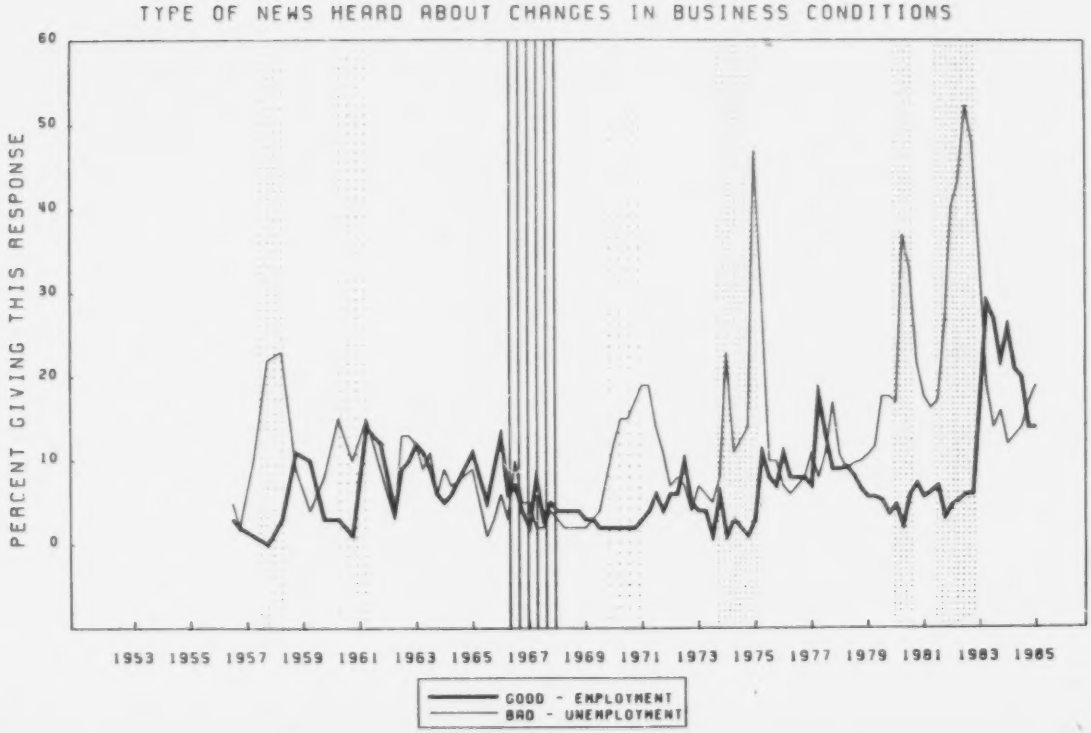


TABLE 13

SELECTED ITEMS OF
NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS +

	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985
A. ALL FAMILIES													
FAVORABLE NEWS:													
Government; elections	4%	2%	2%	2%	2%	1%	2%	2%	2%	1%	2%	2%	3%
Employment	5	5	6	6	17	29	27	22	26	21	20	14	14
Higher consumer demand	*	2	2	2	6	10	12	12	14	9	6	5	5
Lower prices	2	4	2	2	6	4	3	3	2	1	2	2	2
Easier credit	5	3	10	17	14	16	9	5	5	3	3	7	8
UNFAVORABLE NEWS:													
Government; elections	6	4	4	3	3	3	2	2	4	2	4	4	5
Unemployment	40	43	52	48	35	19	14	16	12	13	14	17	19
Lower consumer demand	12	9	6	7	4	2	2	1	1	1	2	2	3
Higher prices	5	4	3	2	3	2	2	1	2	2	2	2	1
Tighter credit	8	8	6	2	1	1	4	2	2	10	9	3	2
Energy crisis	*	*	*	*	*	*	*	*	*	*	*	*	*
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
FAVORABLE NEWS:													
Government; elections	5%	3%	2%	2%	3%	1%	2%	1%	3%	1%	2%	3%	3%
Employment	5	6	7	7	19	32	31	27	32	22	21	18	17
Higher consumer demand	1	3	3	3	7	14	15	15	18	11	8	6	6
Lower prices	2	5	3	3	8	6	4	3	3	1	3	2	3
Easier credit	7	4	14	21	19	19	12	8	6	4	4	10	11
UNFAVORABLE NEWS:													
Government; elections	5	4	3	3	3	2	3	2	5	3	4	5	7
Unemployment	44	47	57	47	36	19	13	16	11	11	15	14	16
Lower consumer demand	16	13	7	7	3	1	1	2	1	1	2	2	2
Higher prices	4	4	2	2	2	2	1	1	1	1	1	1	1
Tighter credit	11	11	8	1	1	*	5	2	3	15	13	4	3
Energy crisis	*	*	*	*	*	*	*	*	*	*	*	*	*

The questions were: "During the last few months, have you heard of any favorable or unfavorable changes in business conditions?" and "What did you hear?"

+ : May add to more than 100% due to multiple mentions.

* : Less than half of one percent.

CHART 14 - RECENT CHANGES

CURRENT BUSINESS CONDITIONS COMPARED WITH A YEAR AGO

CHART 14 - HISTORICAL SERIES

CURRENT BUSINESS CONDITIONS COMPARED WITH A YEAR AGO

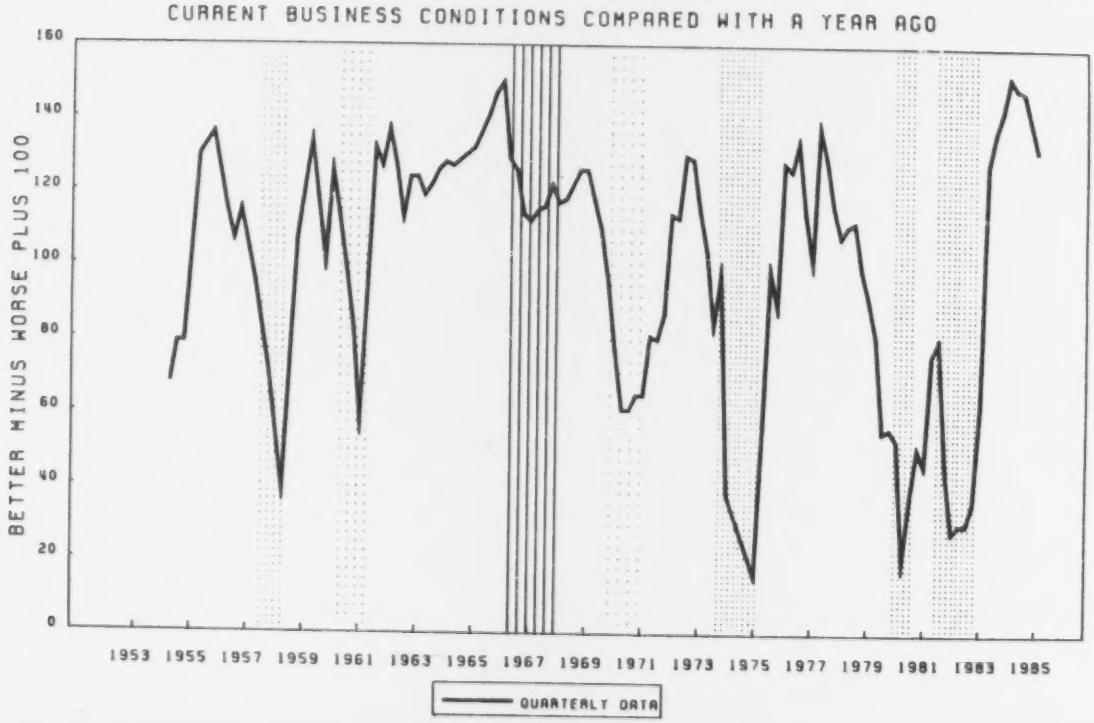


TABLE 14

CURRENT BUSINESS CONDITIONS COMPARED TO A YEAR AGO

	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985
A. ALL FAMILIES													
BETTER NOW	10%	11%	11%	14%	27%	59%	63%	67%	71%	68%	67%	64%	58%
SAME	7	7	7	8	9	10	9	8	8	11	11	12	14
WORSE NOW	82	81	81	77	64	30	27	23	20	19	20	23	26
DK,NA	1	1	1	1	*	1	1	2	1	2	2	1	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
BETTER NOW	10%	11%	12%	16%	31%	67%	73%	76%	84%	76%	75%	71%	66%
SAME	5	6	6	8	8	8	6	5	5	8	8	10	13
WORSE NOW	84	82	81	75	60	24	20	18	11	15	16	18	20
DK,NA	1	1	1	1	1	1	1	1	*	1	1	1	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "Would you say that at the present time business conditions are better or worse than they were a year ago?"

* : Less than half of one percent.

CHART 15 - RECENT CHANGES

EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

CHART 15 - HISTORICAL SERIES

EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

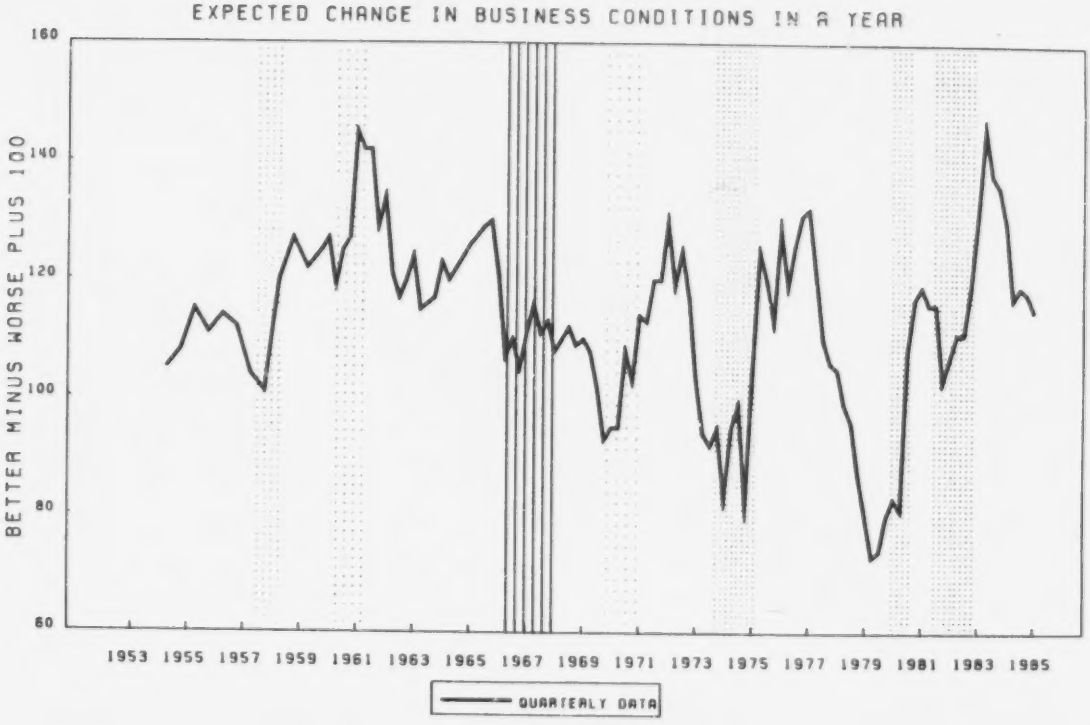


TABLE 15

EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985
A. ALL FAMILIES													
BETTER	34%	36%	34%	39%	45%	52%	47%	45%	41%	31%	33%	33%	30%
SAME	38	37	42	39	41	39	42	43	47	53	49	48	53
WORSE	26	25	22	20	13	7	9	10	10	14	14	16	15
DK,NA	2	2	2	2	1	2	2	2	2	2	4	3	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
BETTER	41%	43%	40%	44%	49%	57%	54%	52%	43%	32%	36%	36%	32%
SAME	35	34	41	37	41	36	38	42	46	53	48	49	56
WORSE	22	21	18	18	9	6	7	5	9	14	13	14	12
DK,NA	2	2	1	1	1	1	1	1	2	1	3	1	*
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "And how about a year from now, do you expect that in the country as a whole business conditions will be better, or worse than they are at present, or just about the same?"

* : Less than half of one percent.

CHART 16A - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT BUSINESS CONDITIONS IN A YEAR

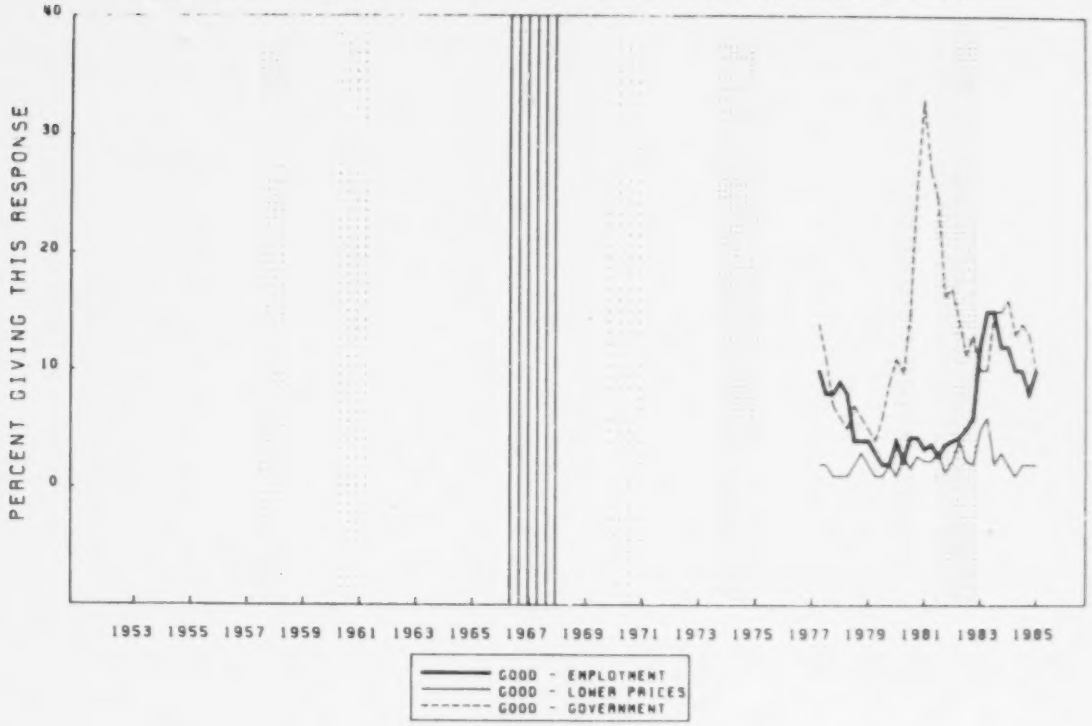


CHART 16B - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT BUSINESS CONDITIONS IN A YEAR

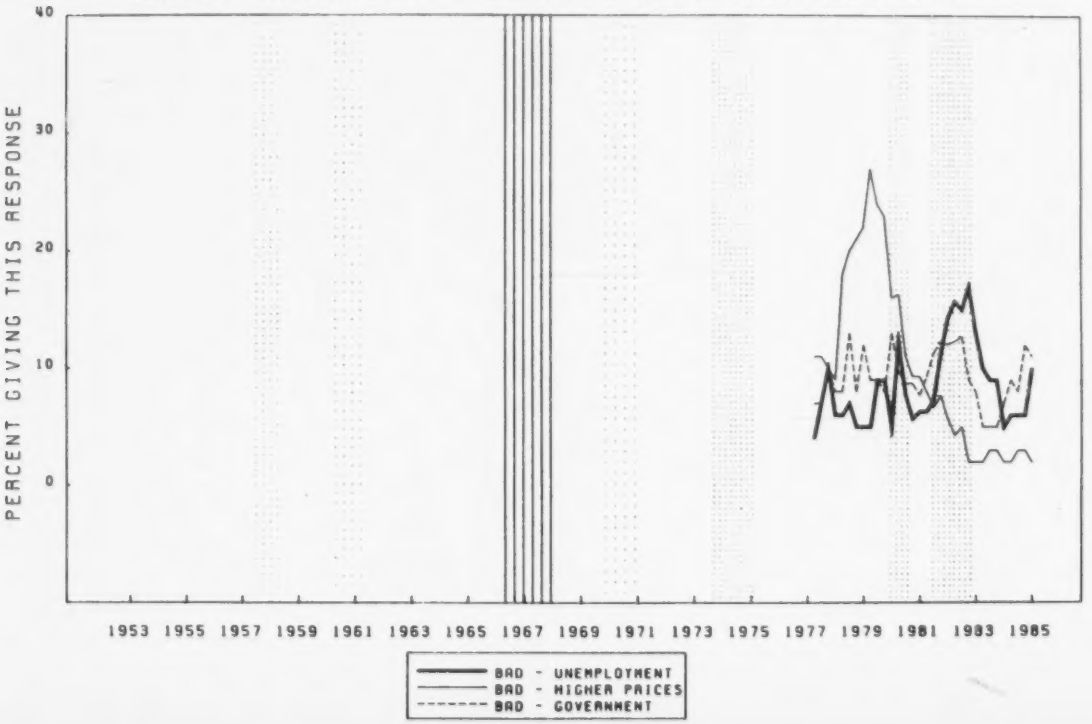


TABLE 16

REASONS FOR OPINIONS ABOUT CHANGES IN BUSINESS CONDITIONS IN A YEAR +

	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985
A. ALL FAMILIES													
FAVORABLE REASONS:													
Government; elections	17%	14%	12%	13%	10%	10%	15%	15%	16%	13%	14%	13%	10%
Employment	4	4	5	6	12	15	15	12	12	10	10	8	10
Higher consumer demand	3	4	3	5	6	9	7	8	6	4	4	4	4
Lower prices	2	4	2	2	5	6	2	3	2	1	2	2	2
Easier credit	6	9	9	13	12	13	6	5	3	2	4	5	4
UNFAVORABLE REASONS:													
Government; elections	12	12	13	9	8	5	5	5	7	9	8	12	11
Unemployment	14	16	15	17	13	10	9	9	5	6	6	6	10
Lower consumer demand	7	6	4	4	3	3	3	2	1	2	2	3	3
Higher prices	6	4	5	2	2	2	3	3	2	2	3	3	2
Tighter credit	6	7	7	3	2	2	3	2	3	7	5	3	3
Energy crisis	*	*	*	*	*	*	*	*	*	*	*	*	*
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
FAVORABLE REASONS:													
Government; elections	20%	18%	15%	15%	9%	12%	18%	17%	19%	14%	18%	14%	11%
Employment	5	6	6	8	13	15	16	14	10	11	9	9	11
Higher consumer demand	4	5	4	6	8	11	9	9	6	5	4	5	4
Lower prices	3	5	3	3	6	6	3	3	3	2	2	2	4
Easier credit	9	11	12	17	16	16	9	6	5	3	5	6	6
UNFAVORABLE REASONS:													
Government; elections	11	13	11	9	7	4	5	4	8	10	10	12	11
Unemployment	13	12	13	15	10	9	6	7	3	5	4	5	8
Higher consumer demand	7	6	5	5	4	2	3	2	1	2	2	3	2
Higher prices	5	4	3	2	1	2	2	2	3	2	2	2	3
Tighter credit	7	7	8	4	2	3	4	2	3	9	7	4	3
Energy crisis	*	*	*	*	*	*	*	*	*	*	*	*	*

The question was: "Why do you expect business conditions to be better/the same/worse a year from now?" following the question on table 15.

+ : May add to more than 100% due to multiple mentions.

* : Less than half of one percent.

CHART 17 - RECENT CHANGES

TREND IN PAST AND EXPECTED CHANGES IN BUSINESS CONDITIONS

CHART 17 - HISTORICAL SERIES

TREND IN PAST AND EXPECTED BUSINESS CONDITIONS

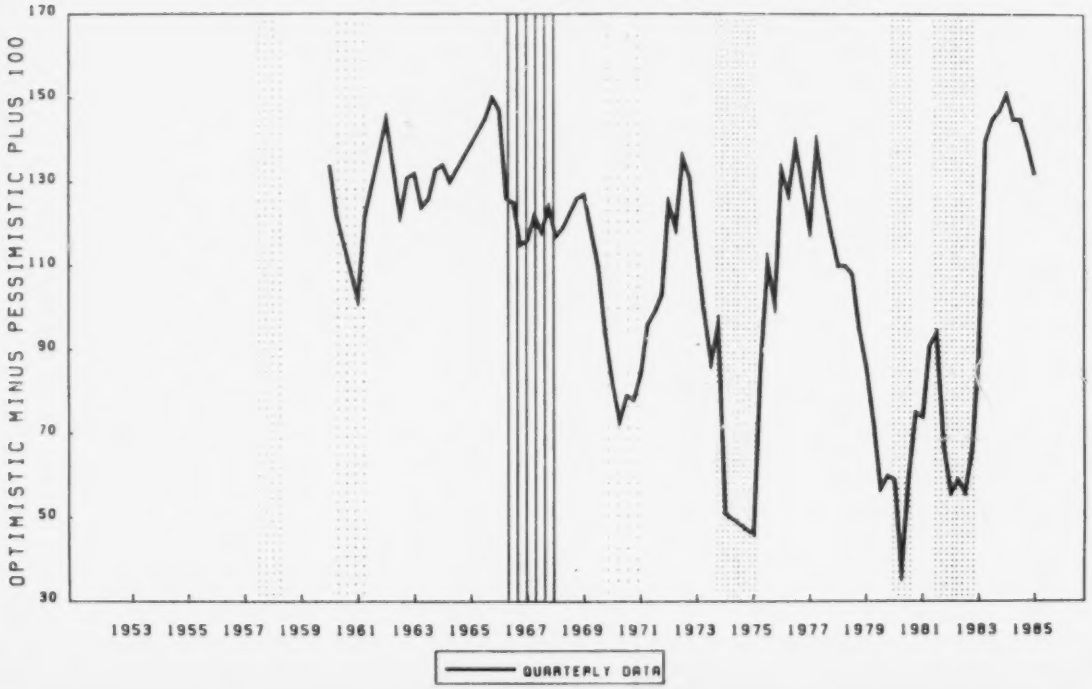


TABLE 17

TREND IN PAST AND EXPECTED CHANGES IN BUSINESS CONDITIONS

	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985
A. ALL FAMILIES													
TREND:													
Continuous increase (a)	5%	7%	7%	9%	19%	39%	37%	37%	35%	26%	26%	26%	23%
Intermittent increase (b)	7	6	6	8	12	22	26	28	32	37	36	33	33
Remain unchanged (c)	3	3	3	3	4	5	6	5	5	7	5	6	8
Intermittent decline (d)	31	31	35	33	29	16	13	14	12	12	11	13	16
Continuous decline (e)	25	23	21	18	12	6	6	5	4	6	6	8	9
Mixed change (f)	26	27	25	27	22	10	9	8	9	9	10	10	8
DK,NA	3	3	3	2	2	2	3	3	3	3	6	4	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
TREND:													
Continuous increase (a)	6%	7%	7%	11%	22%	45%	45%	46%	40%	28%	30%	29%	26%
Intermittent increase (b)	6	6	7	10	14	24	28	29	38	40	38	36	38
Remain unchanged (c)	2	2	3	2	2	4	3	4	4	6	4	6	8
Intermittent decline (d)	30	29	35	30	30	12	9	11	7	10	9	11	14
Continuous decline (e)	21	20	17	16	9	4	4	3	2	4	4	5	5
Mixed change (f)	33	34	29	30	22	10	10	5	8	11	11	10	8
DK,NA	2	2	2	1	1	1	1	2	1	1	4	3	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Combination of the responses to the questions on Tables 14 and 15.

Key: (a) Better than a year ago/Better a year from now
(b) Better/Same or Same/Better
(c) Same/Same
(d) Worse/Same or Same/Worse
(e) Worse/Worse
(f) Worse/Better or Better/Worse

CHART 18 - RECENT CHANGES

BUSINESS CONDITIONS EXPECTED DURING THE NEXT TWELVE MONTHS

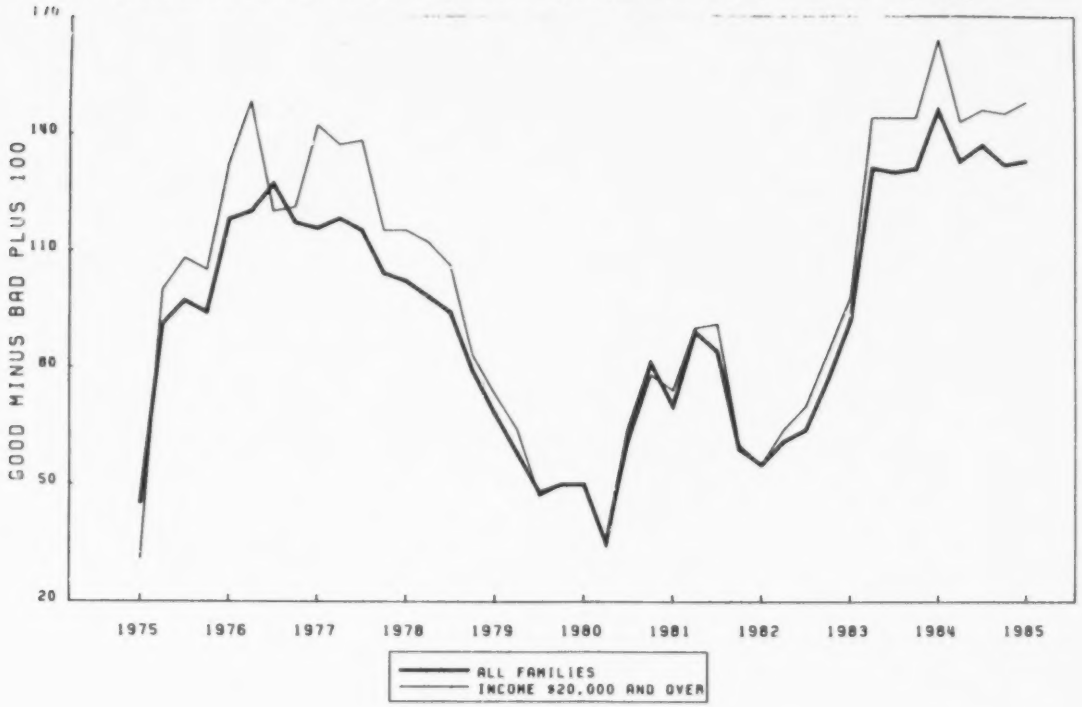


CHART 18 - HISTORICAL SERIES

BUSINESS CONDITIONS EXPECTED DURING THE NEXT TWELVE MONTHS

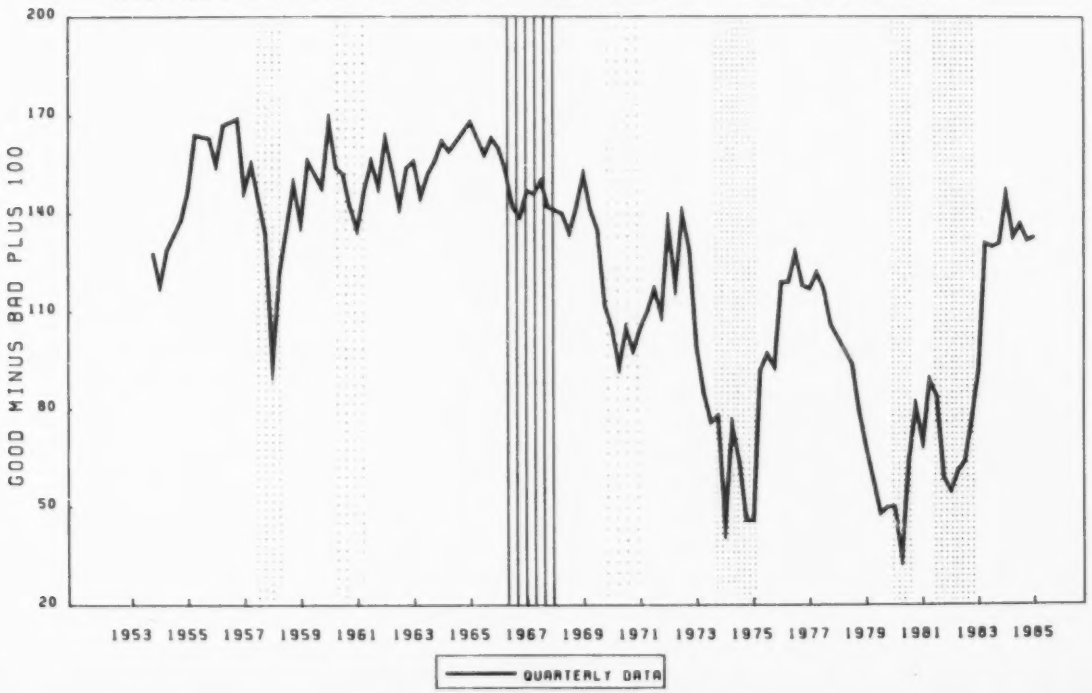


TABLE 18

BUSINESS CONDITIONS EXPECTED DURING THE NEXT 12 MONTHS

	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985
A. ALL FAMILIES													
GOOD TIMES	23%	27%	27%	33%	42%	61%	60%	61%	69%	61%	63%	59%	62%
UNCERTAIN; GOOD & BAD	2	1	4	3	1	2	3	3	2	3	3	3	3
BAD TIMES	68	66	63	57	50	30	30	30	22	28	26	27	29
DON'T KNOW	3	4	3	4	3	4	5	5	5	5	6	7	4
NOT ASCERTAINED	4	2	3	3	4	3	2	1	2	3	2	4	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
GOOD TIMES	24%	29%	30%	37%	45%	68%	68%	69%	80%	68%	68%	67%	70%
UNCERTAIN; GOOD & BAD	2	2	4	4	1	2	3	2	1	3	4	3	3
BAD TIMES	69	65	61	54	48	24	24	25	16	24	22	22	22
DON'T KNOW	2	2	2	2	1	3	3	2	2	4	4	5	3
NOT ASCERTAINED	3	2	3	3	5	3	2	2	1	1	2	3	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "Now turning to business conditions in the country as a whole--do you think that during the next 12 months we'll have good times financially, or bad times or what?"

CHART 19 - RECENT CHANGES

BUSINESS CONDITIONS EXPECTED FOR THE NEXT FIVE YEARS

CHART 19 - HISTORICAL SERIES

BUSINESS CONDITIONS EXPECTED FOR THE NEXT FIVE YEARS

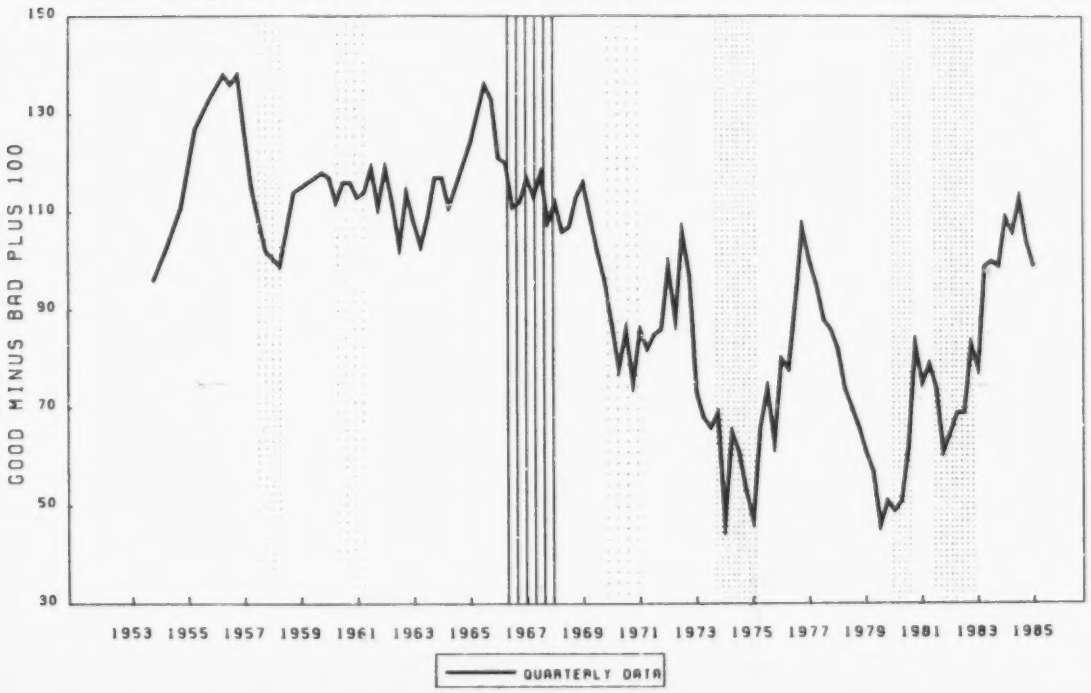


TABLE 19

BUSINESS CONDITIONS EXPECTED DURING THE NEXT FIVE YEARS

	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985
A. ALL FAMILIES													
GOOD TIMES	25%	25%	24%	31%	30%	39%	38%	39%	44%	42%	46%	42%	41%
UNCERTAIN; GOOD & BAD	12	13	15	14	13	17	20	17	16	17	16	16	13
BAD TIMES	60	56	56	48	52	40	38	40	35	36	33	37	43
NOT ASCERTAINED	3	6	5	7	5	4	4	4	5	5	5	5	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
GOOD TIMES	28%	28%	28%	33%	34%	44%	44%	44%	52%	45%	49%	49%	50%
UNCERTAIN; GOOD & BAD	14	13	16	14	13	17	19	17	15	19	18	16	13
BAD TIMES	55	53	51	47	48	36	33	36	29	32	28	31	34
NOT ASCERTAINED	3	6	5	6	5	3	4	3	4	4	5	4	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "Looking ahead, which would you say is more likely--that in the country as a whole we'll have continuous good times during the next 5 years or so, or that we will have periods of widespread unemployment or depression, or what?"

CHART 20 - RECENT CHANGES
EXPECTED CHANGE IN UNEMPLOYMENT

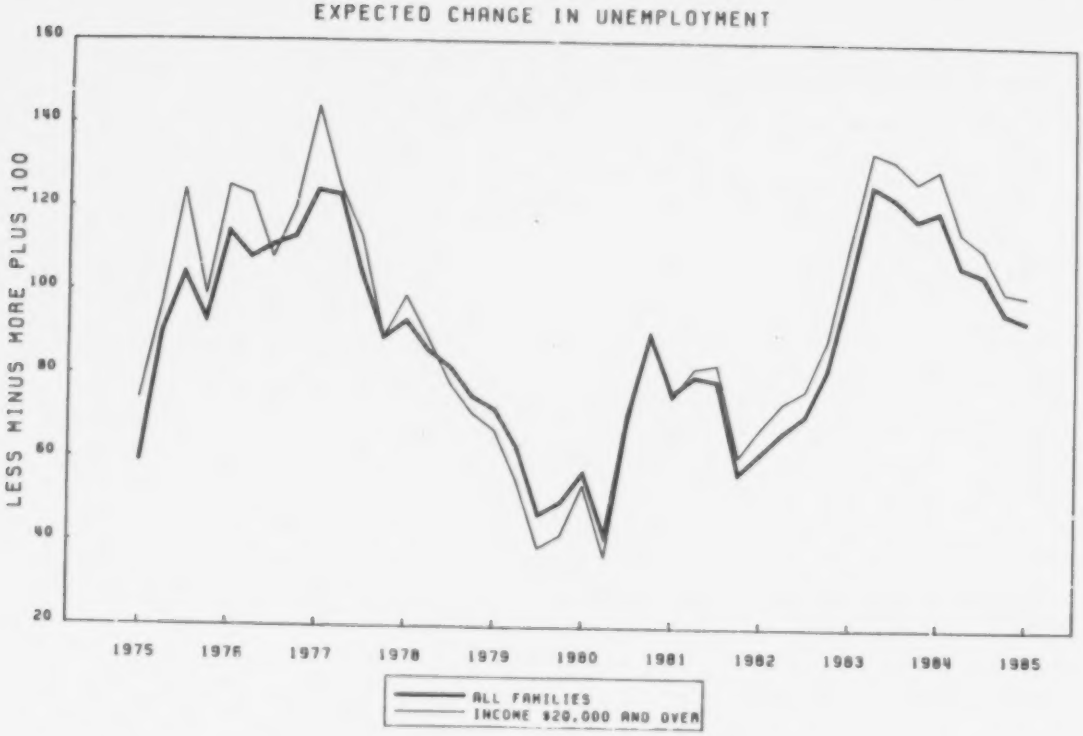


CHART 20 - HISTORICAL SERIES
EXPECTED CHANGE IN UNEMPLOYMENT

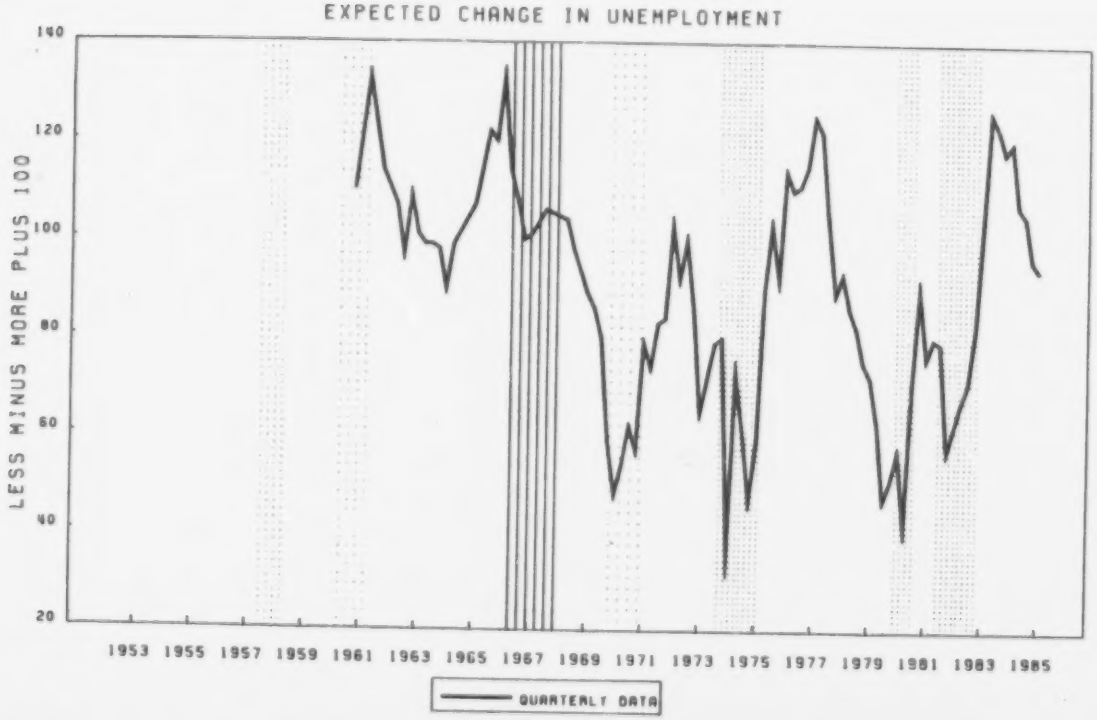


TABLE 20

EXPECTED CHANGE IN UNEMPLOYMENT

	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985
A. ALL FAMILIES													
LESS	14%	16%	17%	21%	29%	40%	39%	35%	35%	27%	25%	21%	21%
SAME	33	35	36	39	43	44	43	45	48	52	52	52	50
MORE	52	48	46	38	27	15	16	18	15	20	21	25	27
DK,NA	1	1	1	2	1	1	2	2	2	1	2	2	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
LESS	17%	18%	19%	24%	34%	45%	44%	41%	41%	31%	28%	23%	24%
SAME	34	38	38	41	44	43	43	45	47	53	54	55	52
MORE	48	44	42	35	22	11	12	14	11	16	17	21	24
DK,NA	1	*	1	*	*	1	1	*	1	*	1	1	*
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "How about people out of work during the coming 12 months--do you think that there will be more unemployment than now, about the same, or less?"

* : Less than half of one percent.

CHART 21 - RECENT CHANGES
EXPECTED CHANGE IN INTEREST RATES

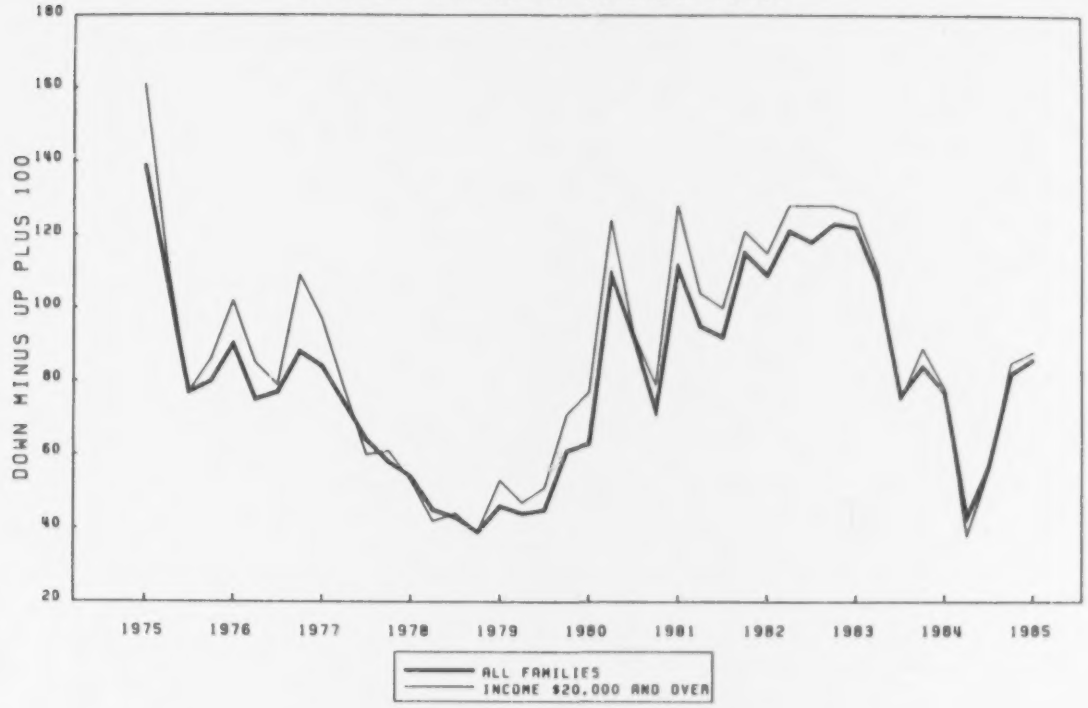


CHART 21 - HISTORICAL SERIES
EXPECTED CHANGE IN INTEREST RATES

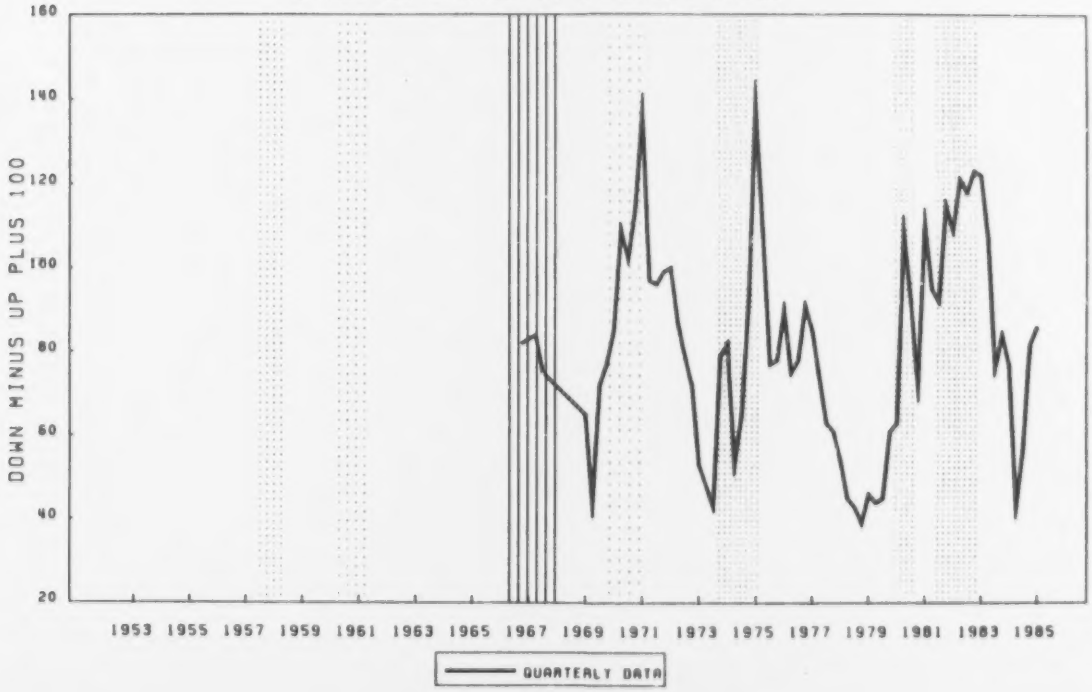


TABLE 21

EXPECTED CHANGE IN INTEREST RATES

	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985
A. ALL FAMILIES													
GO UP	28%	21%	22%	22%	20%	23%	44%	37%	40%	66%	55%	42%	39%
STAY THE SAME	31	35	34	28	35	44	34	37	39	23	29	31	34
GO DOWN	37	41	40	46	42	31	19	22	17	9	13	24	24
DK,NA	4	3	4	4	3	2	3	4	4	2	3	3	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
GO UP	25%	17%	18%	20%	18%	21%	44%	34%	39%	70%	56%	40%	38%
STAY THE SAME	33	36	34	30	36	47	36	41	42	22	30	34	36
GO DOWN	40	45	46	49	44	31	19	23	17	8	12	25	25
DK,NA	2	2	2	1	2	1	1	2	2	*	2	1	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "No one can say for sure, but what do you think will happen to interest rates for borrowing money during the next 12 months--will they go up, stay the same, or go down?"

* : Less than half of one percent.

CHART 22 - RECENT CHANGES

CHANGE IN PRICES DURING THE LAST 12 MONTHS

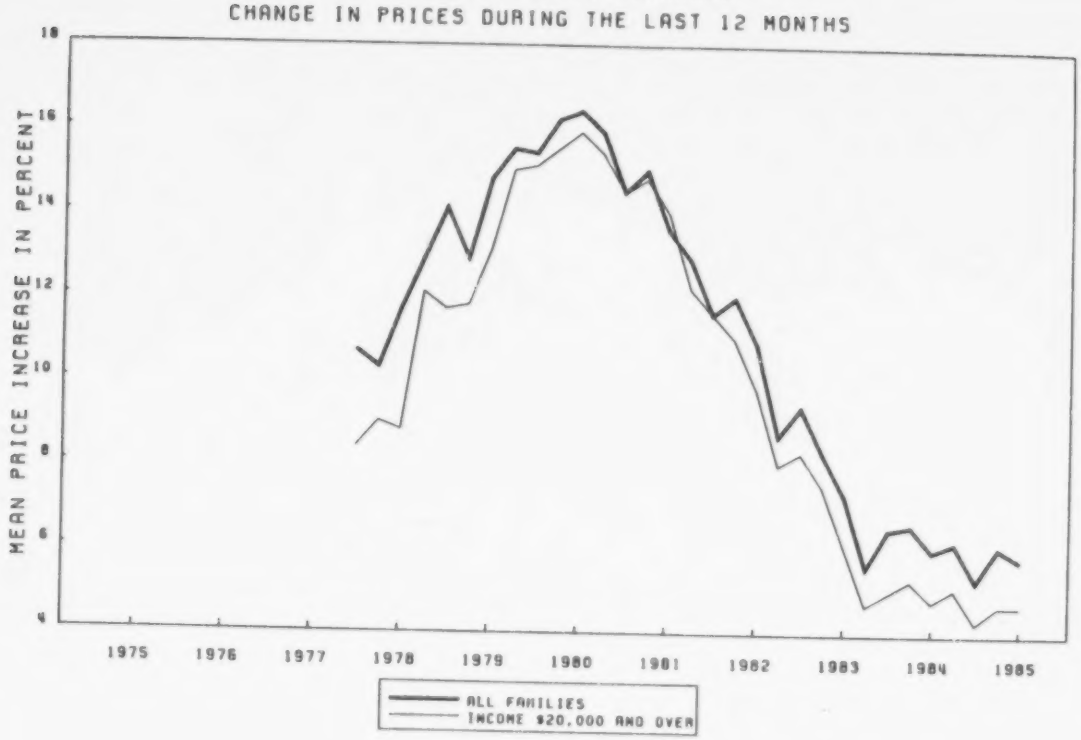


CHART 22 - HISTORICAL SERIES

CHANGE IN PRICES DURING THE LAST 12 MONTHS

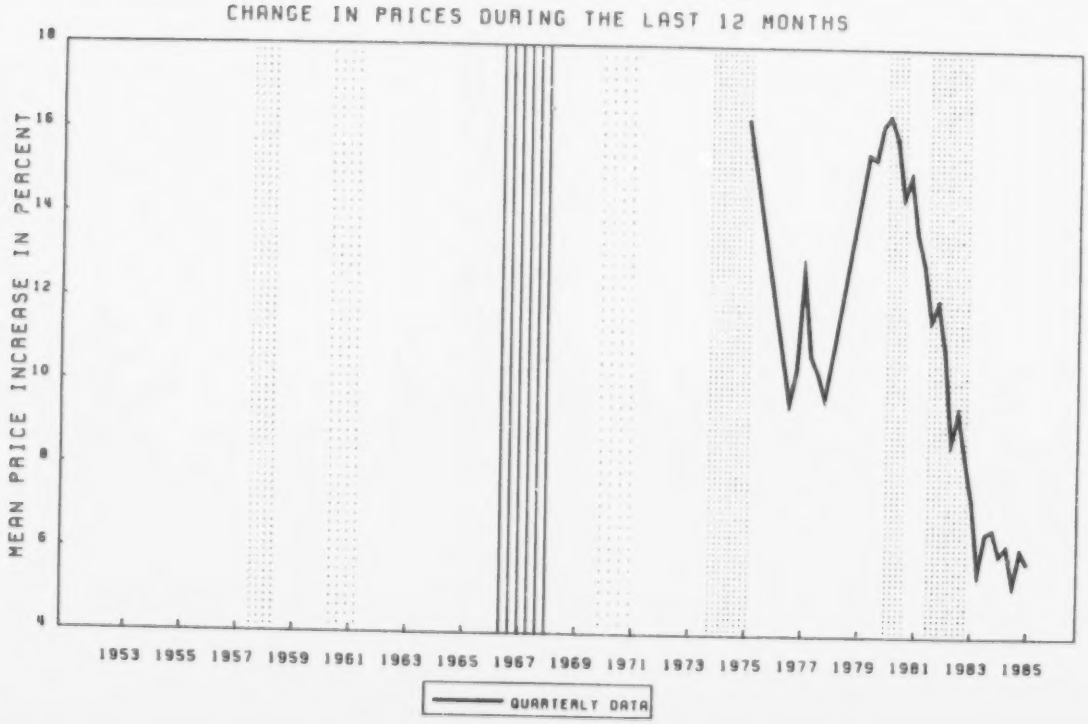


TABLE 22

CHANGE IN PRICES DURING THE LAST 12 MONTHS

	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985
A. ALL FAMILIES													
SAME OR DOWN	13%	17%	13%	20%	26%	30%	24%	23%	23%	22%	28%	26%	26%
GONE UP BY:													
1-2%	4	5	6	5	6	8	9	9	10	11	9	10	11
3-4%	6	9	9	8	10	12	13	14	15	15	15	15	17
5%	12	12	12	15	15	15	15	15	16	17	17	15	15
6-9%	14	14	14	12	9	9	9	9	9	9	8	6	7
10-14%	24	20	22	18	15	12	13	13	12	11	10	11	10
15% or more	21	17	17	15	13	9	10	10	8	10	8	10	9
DK how much up	6	6	6	6	5	4	6	6	6	5	5	6	5
DK,NA	*	*	1	1	1	1	1	1	1	*	*	1	*
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
MEAN INCREASE	10.9	8.7	9.4	8.3	7.3	5.6	6.5	6.6	6.0	6.2	5.3	6.1	5.8
VARIANCE	124	91	99	97	97	63	84	82	70	69	62	82	77
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
SAME OR DOWN	15%	19%	16%	23%	29%	33%	27%	26%	29%	25%	33%	30%	32%
GONE UP BY:													
1-2%	5	5	6	6	6	9	10	8	11	13	10	11	12
3-4%	5	9	9	9	11	13	14	15	15	16	15	16	17
5%	12	13	13	15	16	15	17	16	17	17	19	16	15
6-9%	16	15	17	13	11	10	10	11	9	11	7	8	7
10-14%	26	21	22	17	12	11	11	12	10	9	7	8	8
15% or more	19	15	14	13	11	7	7	7	6	7	6	7	7
DK how much up	2	3	3	4	3	2	3	4	3	2	3	3	2
DK,NA	*	*	*	*	1	*	1	1	*	*	*	1	*
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
MEAN INCREASE	9.8	8.0	8.3	7.5	6.1	4.7	5.0	5.3	4.8	5.1	4.3	4.7	4.7
VARIANCE	99	77	80	82	76	41	46	51	50	55	47	48	60

The questions were: "During the last 12 months, have prices of the things you buy remained unchanged, or have they gone up, or have they gone down?" and "By about what percent do you think prices have gone up,on the average, during the last 12 months?"

* : Less than half of one percent.

CHART 23 - RECENT CHANGES

MEAN EXPECTED PRICE INCREASES DURING NEXT 12 MONTHS

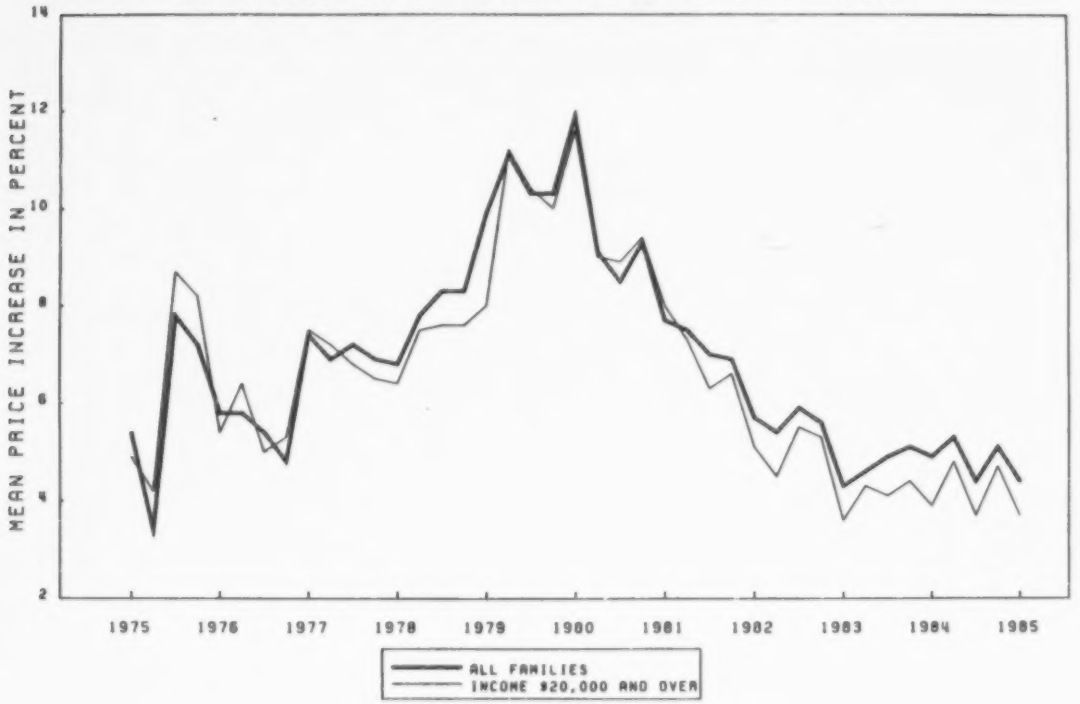


CHART 23 - HISTORICAL SERIES

MEAN EXPECTED PRICE INCREASE OVER THE NEXT 12 MONTHS

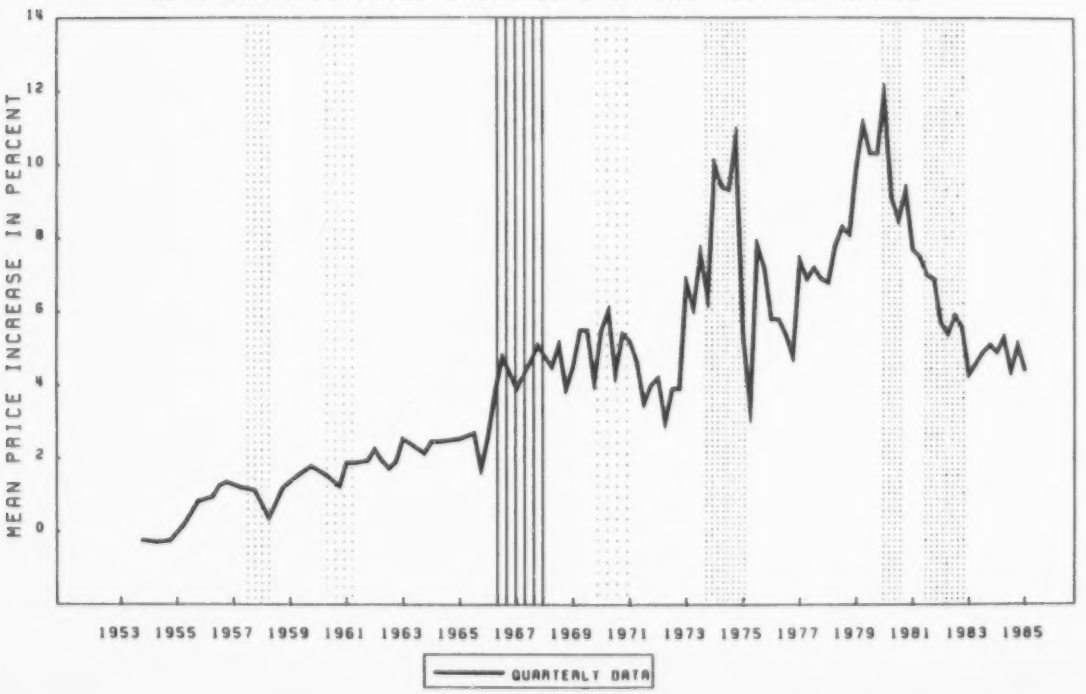


TABLE 23

EXPECTED CHANGE IN PRICES DURING THE NEXT 12 MONTHS

	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985
A. ALL FAMILIES													
SAME OR DOWN	35%	33%	26%	32%	38%	32%	27%	24%	24%	19%	24%	23%	26%
WILL GO UP BY:													
1-2%	5	6	8	5	9	9	13	12	14	14	16	14	15
3-4%	8	9	10	10	12	14	15	15	18	16	17	16	19
5%	12	15	16	15	15	17	16	16	16	18	17	17	15
6-9%	12	10	13	10	7	10	8	9	8	11	7	8	6
10-14%	13	13	13	13	8	9	9	11	10	11	8	10	9
15% or more	9	8	8	9	6	5	6	6	5	6	5	6	5
DK how much up	4	3	4	4	3	3	4	5	4	4	4	4	4
DK,NA	2	3	2	2	2	1	2	2	1	1	2	2	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
MEAN INCREASE	5.7	5.4	5.9	5.6	4.3	4.6	4.9	5.1	4.9	5.3	4.4	5.1	4.4
VARIANCE	68	61	59	64	53	49	47	45	49	44	38	48	40
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
SAME OR DOWN	34%	37%	25%	32%	39%	29%	26%	24%	25%	18%	24%	20%	27%
WILL GO UP BY:													
1-2%	5	6	8	5	10	9	14	13	15	15	18	14	18
3-4%	9	8	11	10	13	15	18	16	20	19	19	20	22
5%	14	17	17	16	18	19	18	18	18	19	20	20	16
6-9%	14	12	16	12	7	12	9	13	10	13	8	9	5
10-14%	15	13	12	14	6	9	8	9	7	10	5	10	6
15% or more	7	5	7	7	4	4	4	4	2	4	3	4	4
DK how much up	1	1	3	3	2	2	2	2	2	2	2	2	2
DK,NA	1	1	1	1	1	1	1	1	1	*	1	1	*
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
MEAN INCREASE	5.1	4.5	5.5	5.3	3.6	4.3	4.1	4.4	3.9	4.8	3.7	4.7	3.7
VARIANCE	41	40	46	51	36	33	26	28	24	35	21	36	30

The questions were: "During the next 12 months, do you think that prices in general will go up, or go down, or stay where they are now?" and "By about what percent do you expect prices to go up, on the average, during the next 12 months?"

* : Less than half of one percent.

CHART 24 - RECENT CHANGES
UNEMPLOYMENT OR INFLATION MORE SERIOUS

CHART 24 - HISTORICAL SERIES
UNEMPLOYMENT OR INFLATION MORE SERIOUS

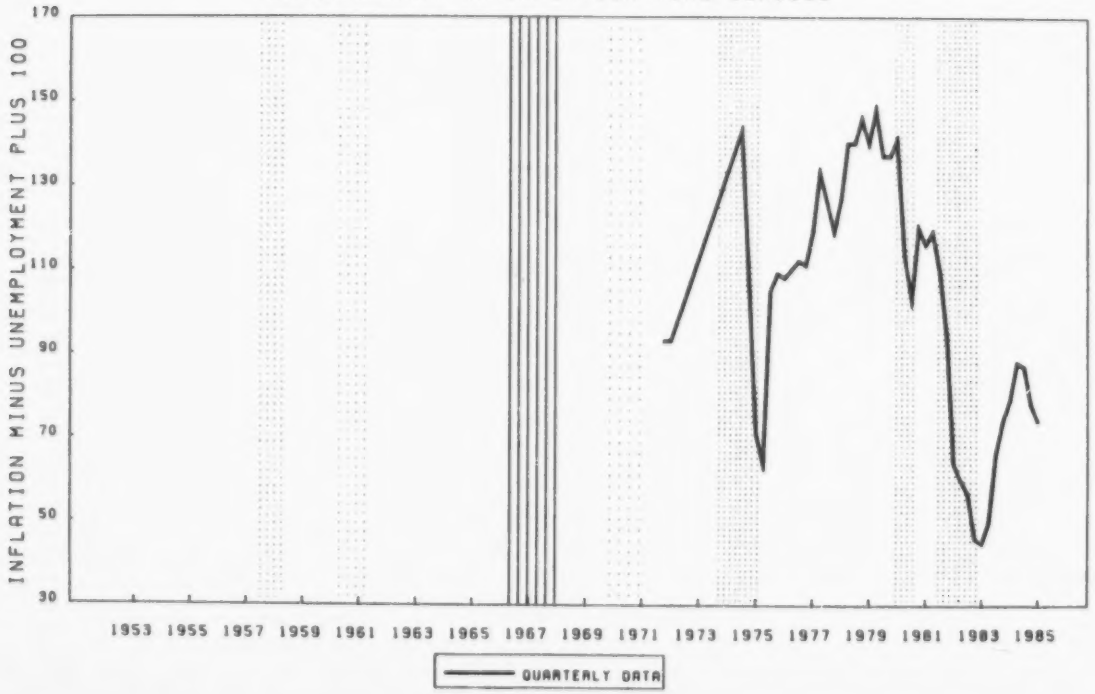


TABLE 24

UNEMPLOYMENT OR INFLATION MORE SERIOUS ECONOMIC HARDSHIP

	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985
A. ALL FAMILIES													
UNEMPLOYMENT	61%	64%	66%	72%	73%	71%	63%	59%	56%	53%	52%	57%	59%
BOTH EQUALLY SERIOUS	12	11	10	9	7	7	7	6	6	5	6	7	5
INFLATION	26	24	23	18	18	21	29	33	35	40	39	34	33
DK,NA	1	1	1	1	2	1	1	2	3	2	3	2	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
UNEMPLOYMENT	64%	65%	69%	76%	76%	77%	66%	59%	58%	53%	53%	55%	60%
BOTH EQUALLY SERIOUS	10	9	8	5	6	4	6	5	4	4	4	6	4
INFLATION	26	25	23	18	18	18	28	35	37	42	41	36	34
DK,NA	*	1	*	1	*	1	*	1	1	1	2	3	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "Which of the two problems--unemployment or inflation--do you think will cause the more serious economic hardship for people during the next year or so?"

* : Less than half of one percent.

CHART 25 - RECENT CHANGES

OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

CHART 25 - HISTORICAL SERIES

OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

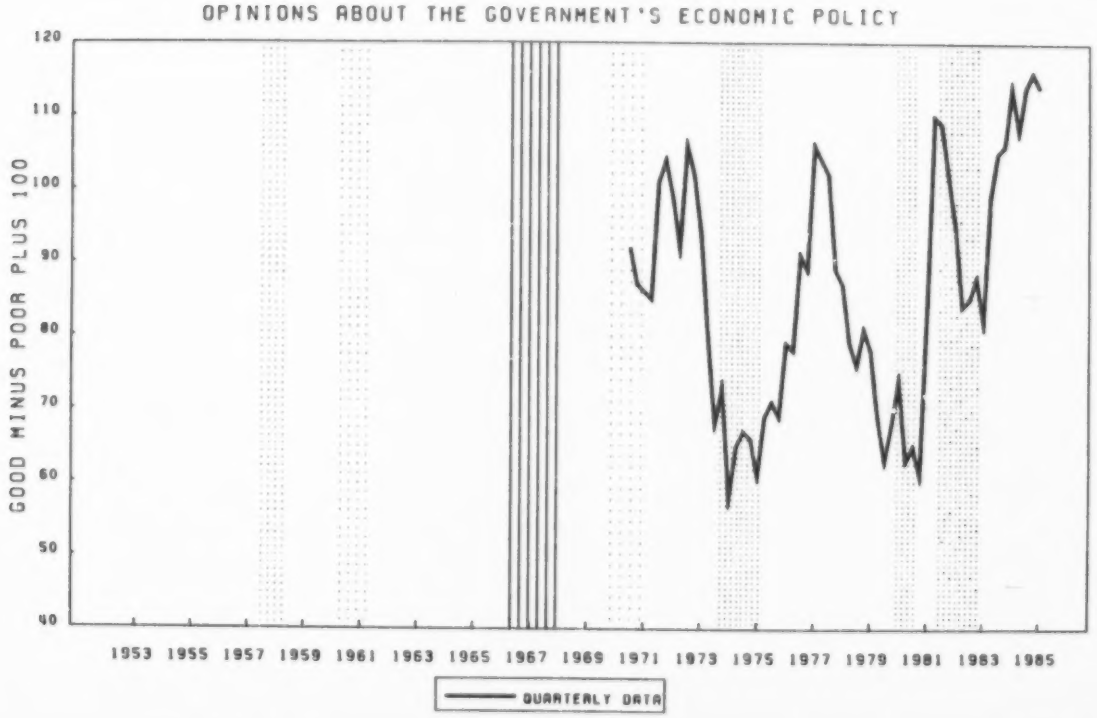


TABLE 25

OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985
A. ALL FAMILIES													
A GOOD JOB	23%	19%	18%	20%	18%	21%	27%	27%	32%	28%	33%	33%	33%
ONLY FAIR	45	43	46	44	44	54	49	50	48	50	46	47	46
A POOR JOB	29	35	33	32	36	23	22	21	18	20	19	18	19
DK,NA	3	3	3	4	2	2	2	2	2	2	2	2	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
A GOOD JOB	30%	22%	22%	25%	19%	25%	31%	33%	38%	31%	38%	40%	39%
ONLY FAIR	44	45	47	45	47	55	50	51	47	51	46	45	46
A POOR JOB	24	31	29	26	32	19	18	15	14	16	15	15	14
DK,NA	2	2	2	4	2	1	1	1	1	2	1	*	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "As to the economic policy of the government--I mean steps taken to fight inflation or unemployment--would you say the government is doing a good job, only fair, or a poor job?"

* : Less than half of one percent.

CHART 26 - RECENT CHANGES

BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

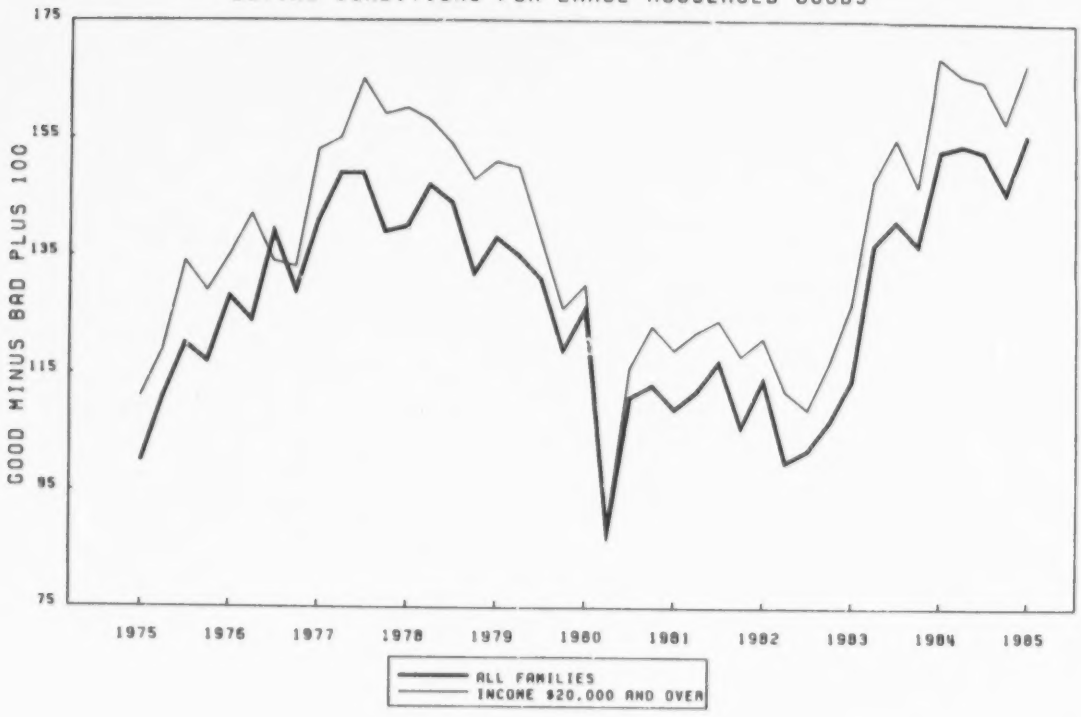


CHART 26 - HISTORICAL SERIES

BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

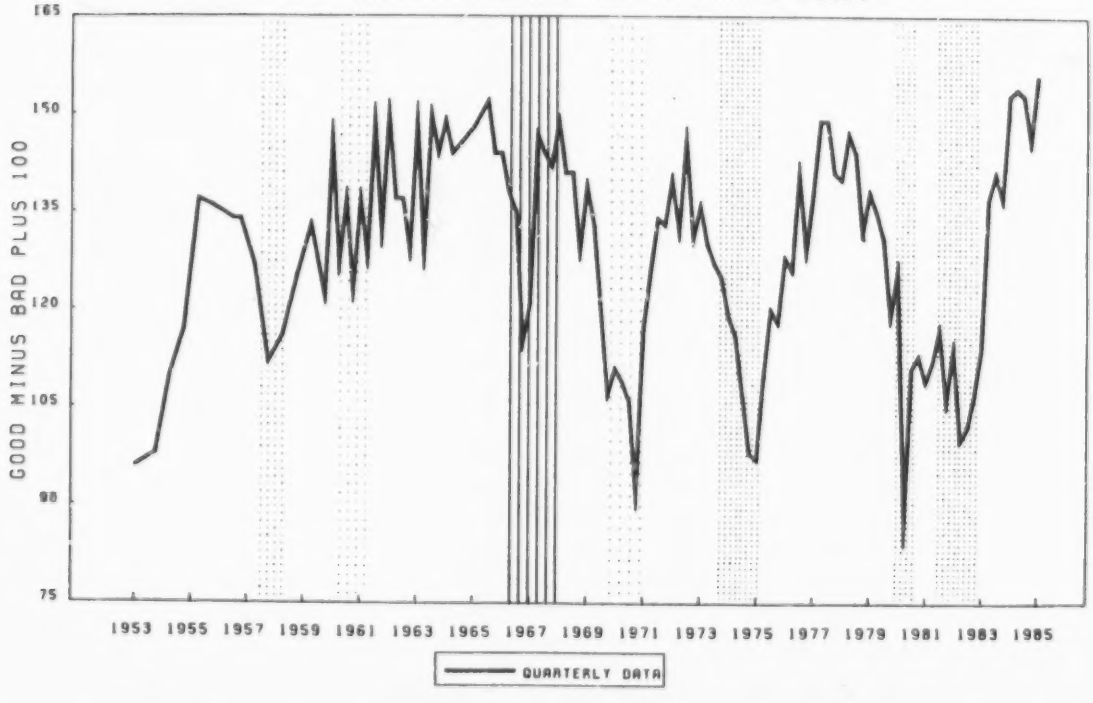


TABLE 26

BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985
A. ALL FAMILIES													
GOOD TIME TO BUY	51%	43%	44%	48%	53%	64%	65%	63%	71%	72%	71%	68%	74%
UNCERTAIN, DEPENDS	12	14	14	12	9	8	10	11	10	10	10	10	8
BAD TIME TO BUY	37	43	42	40	38	28	25	26	19	18	19	22	18
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
GOOD TIME TO BUY	54%	48%	47%	52%	59%	70%	73%	69%	81%	79%	78%	75%	81%
UNCERTAIN, DEPENDS	13	15	15	13	9	8	8	8	7	8	9	8	6
BAD TIME TO BUY	33	37	38	35	32	22	19	23	12	13	13	17	13
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "About the big things people buy for their homes--such as furniture, a refrigerator, stove, television, and things like that. Generally speaking, do you think now is a good or a bad time for people to buy major household items?"

CHART 27A - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR DURABLES

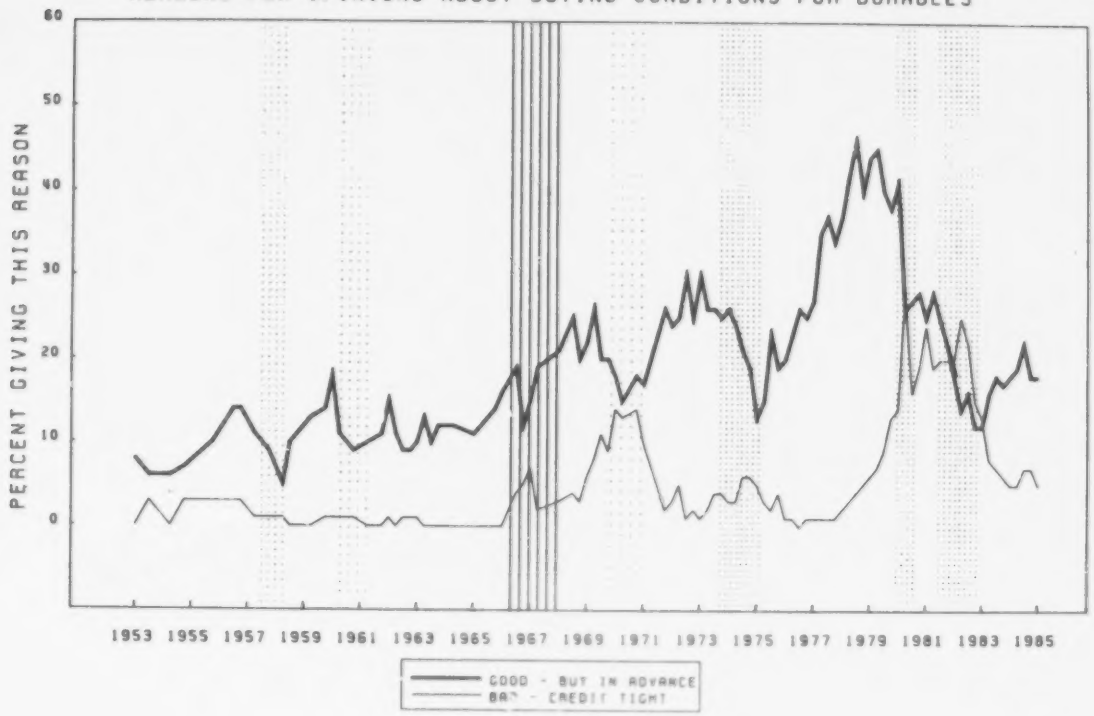


CHART 27B - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR DURABLES

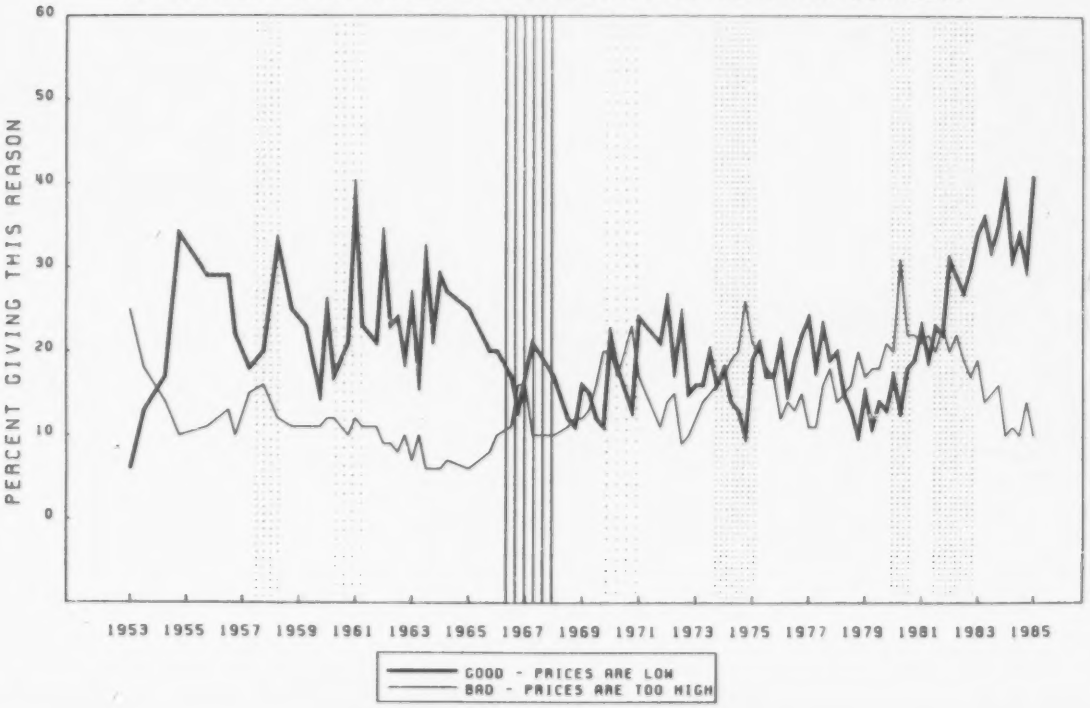


TABLE 27

SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS +

	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985
A. ALL FAMILIES													
GOOD TIME TO BUY:													
Prices are low; good buys available	31%	29%	27%	30%	34%	36%	32%	35%	40%	31%	34%	30%	41%
Prices won't come down; are going higher	18	14	16	12	12	16	18	17	18	19	22	18	18
Interest rates low; credit is easy	2	2	3	6	9	14	12	7	10	12	9	11	11
BAD TIME TO BUY:													
Prices are high	20	22	19	17	19	14	15	16	10	11	10	14	10
Interest rates are high; credit is tight	20	25	22	15	13	8	7	6	5	5	7	7	5
Lack of purchasing power	15	20	20	22	19	14	10	10	8	6	6	7	8
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
GOOD TIME TO BUY:													
Prices are low; good buys available	36%	33%	34%	35%	39%	39%	37%	42%	45%	36%	38%	37%	46%
Prices won't come down; are going higher	20	16	17	12	14	19	20	18	21	22	22	19	19
Interest rates low; credit is easy	2	2	4	7	11	17	16	8	13	14	12	12	13
BAD TIME TO BUY:													
Prices are high	16	18	16	13	12	11	11	14	6	8	7	10	6
Interest rates are high; credit is tight	24	26	27	17	14	7	6	6	5	6	6	6	5
Lack of purchasing power	14	16	17	20	18	11	7	7	4	3	4	5	6

Responses to the query: "Why do you say so?" following the question on Table 26.

+ : May add to more than 100% due to multiple mentions.

CHART 28 - RECENT CHANGES
BUYING CONDITIONS FOR HOUSES

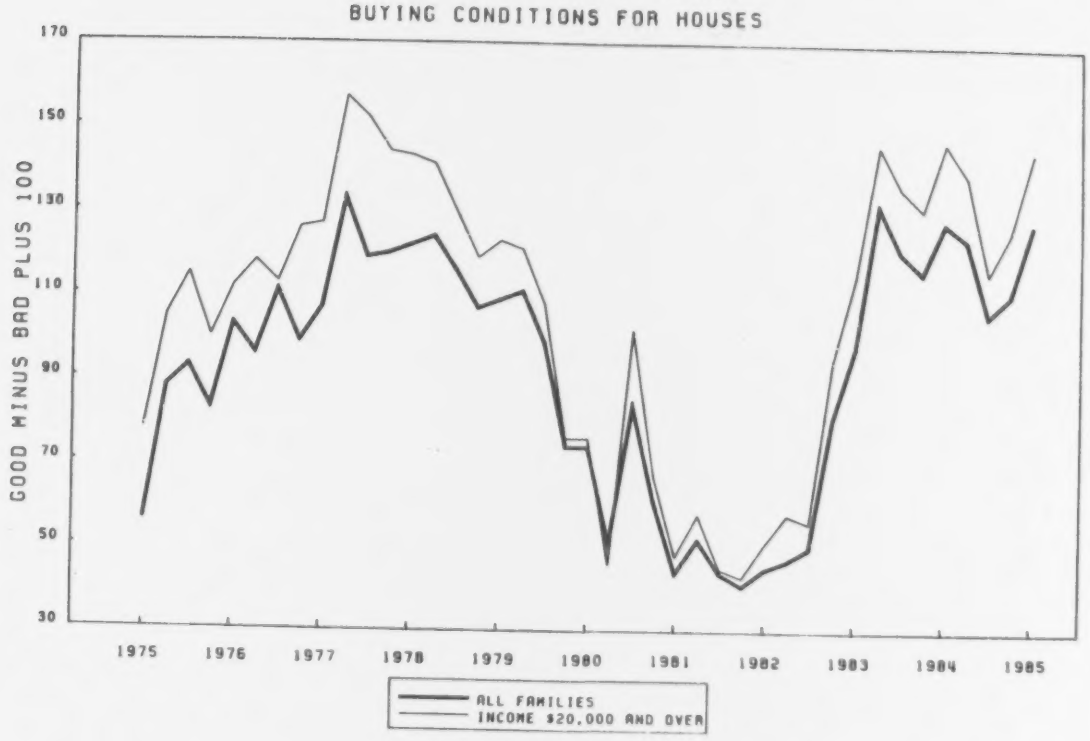


CHART 28 - HISTORICAL SERIES
BUYING CONDITIONS FOR HOUSES

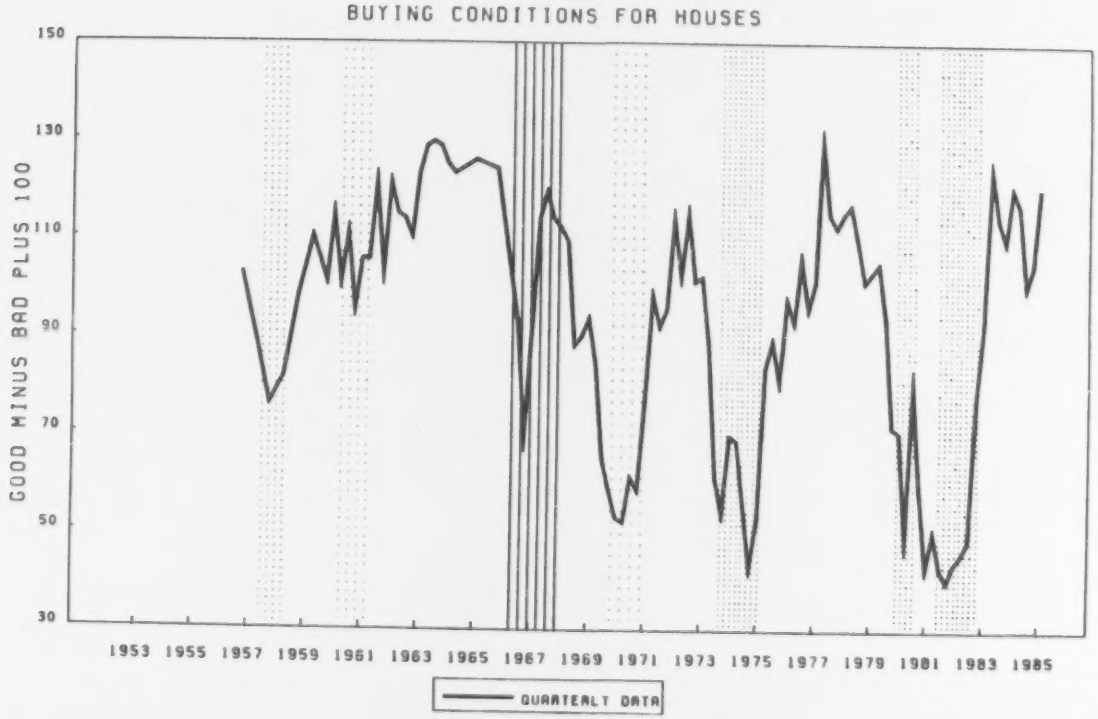


TABLE 28

BUYING CONDITIONS FOR HOUSES

	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985
A. ALL FAMILIES													
GOOD TIME TO BUY	20%	20%	21%	38%	48%	64%	58%	55%	61%	59%	50%	53%	62%
UNCERTAIN, DEPENDS	6	7	8	5	2	4	4	6	5	5	6	5	4
BAD TIME TO BUY	74	73	71	57	50	32	38	39	34	36	44	42	34
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
GOOD TIME TO BUY	23%	25%	24%	45%	56%	72%	66%	63%	72%	68%	55%	61%	71%
UNCERTAIN, DEPENDS	6	7	7	5	2	2	4	4	4	3	5	4	3
BAD TIME TO BUY	71	68	69	50	42	26	30	33	24	29	40	35	26
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "Generally speaking, do you think now is a good time or a bad time to buy a house?"

CHART 29A - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES

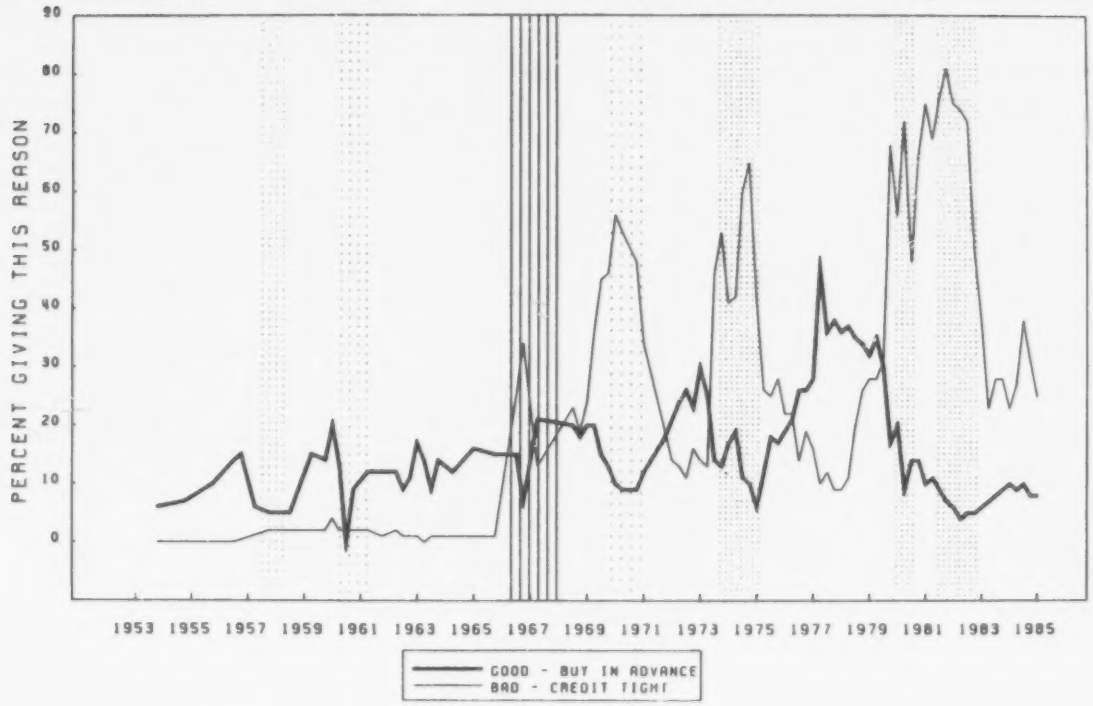


CHART 29B - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES

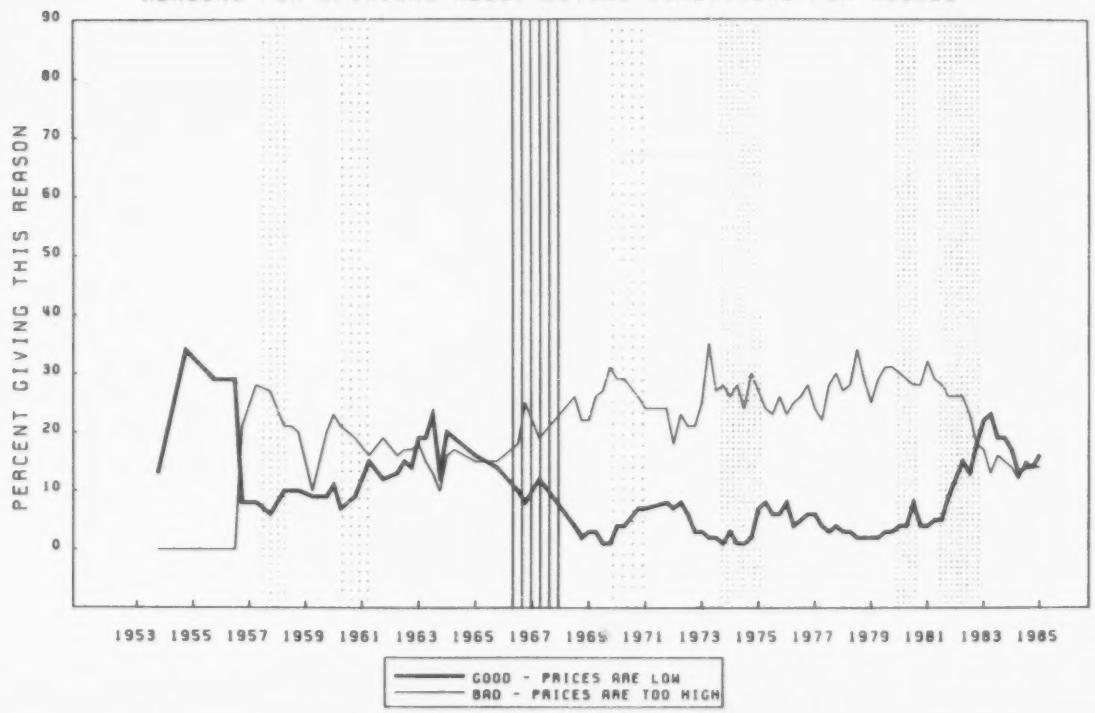


TABLE 29

SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES +

	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985
A. ALL FAMILIES													
GOOD TIME TO BUY:													
Prices are low; good buys available	12%	15%	13%	18%	22%	23%	19%	19%	17%	13%	14%	14%	16%
Prices won't come down; are going higher	6	4	5	5	6	7	8	9	10	9	10	8	8
Interest rates low; credit is easy	6	6	10	29	40	57	47	40	47	45	35	39	49
Good investment	5	5	3	4	4	5	6	6	7	6	5	6	6
BAD TIME TO BUY:													
Prices are high	26	26	23	18	17	13	16	15	14	12	15	14	14
Interest rates are high; credit is tight	75	74	72	50	38	23	28	28	23	27	38	31	25
Lack of purchasing power	21	21	23	23	22	14	13	15	11	11	11	12	11
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
GOOD TIME TO BUY:													
Prices are low; good buys available	17%	21%	19%	24%	27%	28%	23%	23%	21%	16%	17%	18%	21%
Prices won't come down; are going higher	6	6	4	5	7	8	9	9	10	12	12	9	9
Interest rates low; credit is easy	8	8	13	36	50	66	56	49	59	54	43	47	60
Good investment	4	5	3	5	5	5	7	6	9	8	6	6	7
BAD TIME TO BUY:													
Prices are high	23	23	18	16	13	9	12	13	11	10	12	11	11
Interest rates are high; credit is tight	80	73	77	48	37	21	27	26	19	26	38	31	22
Lack of purchasing power	15	17	18	16	16	9	10	9	5	7	8	7	7

Responses to the query: "Why do you say so?" following the question on Table 28.

+ : May add to more than 100% due to multiple mentions.

CHART 30 - RECENT CHANGES
BUYING CONDITIONS FOR CARS

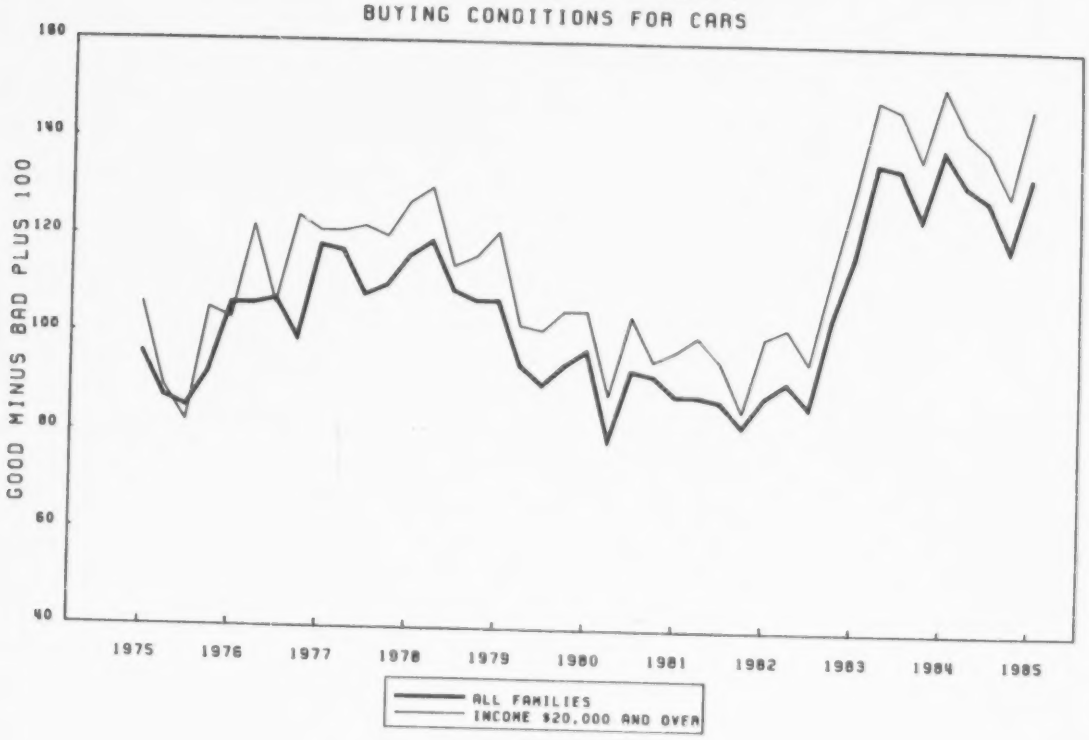


CHART 30 - HISTORICAL SERIES
BUYING CONDITIONS FOR CARS

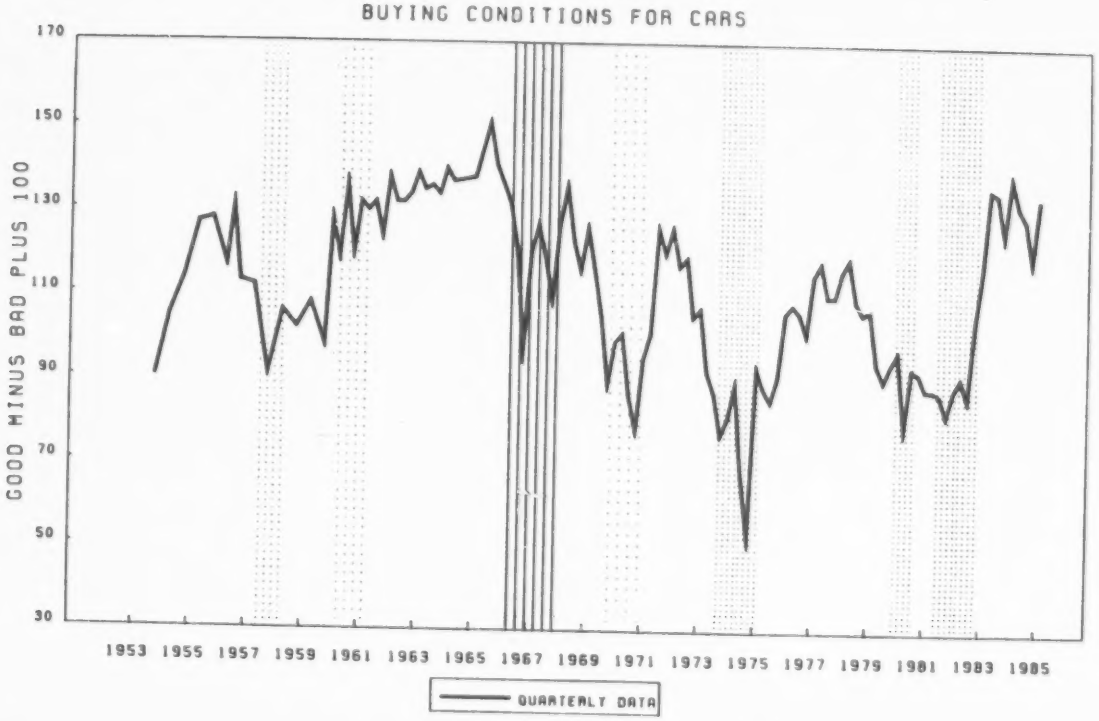


TABLE 30

BUYING CONDITIONS FOR CARS

	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985
A. ALL FAMILIES													
GOOD TIME TO BUY	39%	41%	37%	47%	55%	65%	64%	58%	64%	61%	60%	55%	63%
UNCERTAIN; DEPENDS	10	9	11	9	7	6	7	9	11	10	9	10	8
BAD TIME TO BUY	51	50	52	44	38	29	29	33	25	29	31	35	29
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
GOOD TIME TO BUY	46%	48%	43%	53%	61%	72%	72%	65%	72%	68%	66%	61%	71%
UNCERTAIN; DEPENDS	8	6	9	8	8	5	4	7	7	7	7	7	5
BAD TIME TO BUY	46	46	48	39	31	23	24	28	21	25	27	32	24
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "Speaking now of the automobile market--do you think the next 12 months or so will be a good time or a bad time to buy a car?"

CHART 31A - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS

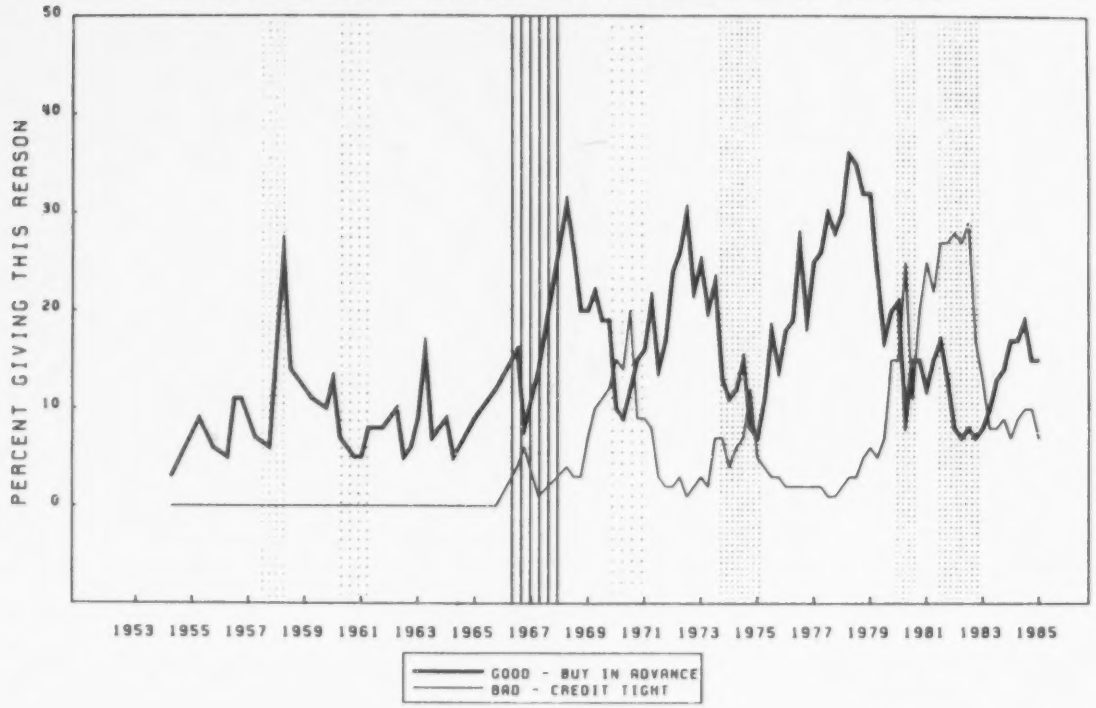


CHART 31B - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS

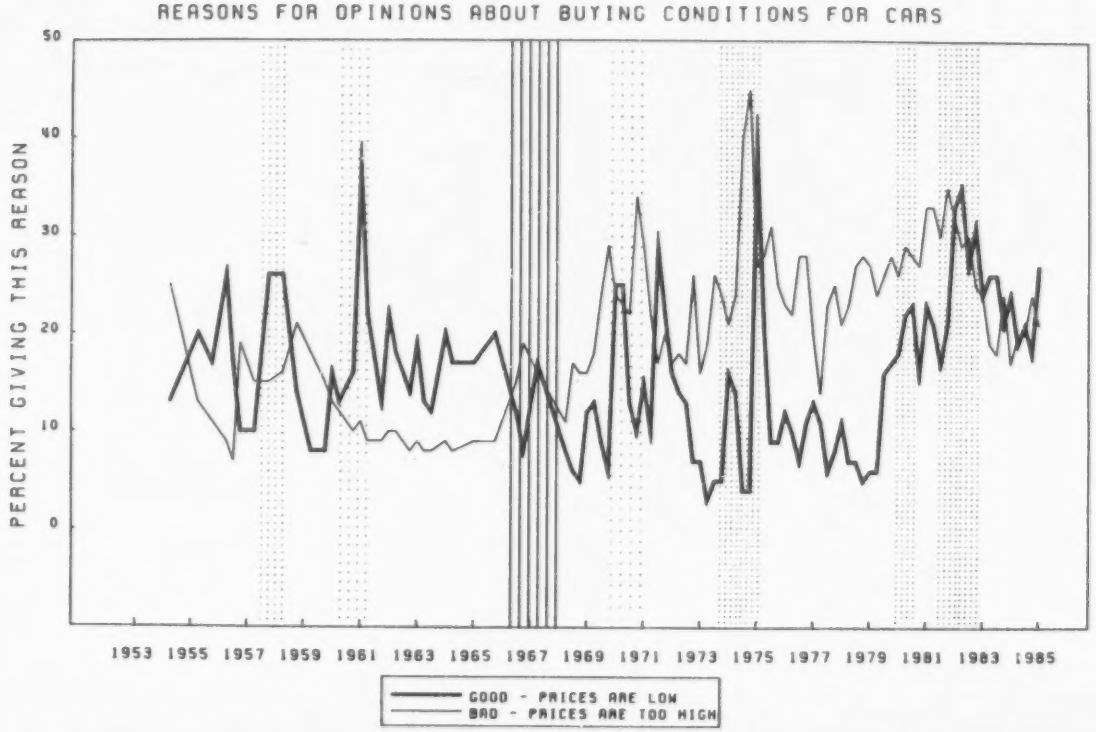


TABLE 31

SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS +

	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985
A. ALL FAMILIES													
GOOD TIME TO BUY:													
Prices are low; good buys available	33%	35%	27%	31%	24%	26%	26%	21%	24%	19%	21%	18%	27%
Prices won't come down; are going higher	8	7	8	7	8	10	13	14	17	17	19	15	15
Interest rates low; credit is easy	4	8	7	19	33	40	33	20	22	19	19	16	23
New fuel efficient models	2	1	1	1	2	1	2	2	1	2	1	1	1
BAD TIME TO BUY:													
Prices are high	32	29	30	25	24	19	18	24	17	20	20	24	21
Interest rates are high; credit is tight	28	27	29	17	13	8	8	9	7	9	10	10	7
Lack of purchasing power	14	12	13	14	11	7	7	6	4	4	5	7	6
Price of gas; shortages	2	1	1	1	*	1	*	*	*	*	*	*	*
Poor selection; quality	8	8	8	7	5	5	4	6	4	3	4	4	4
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
GOOD TIME TO BUY:													
Prices are low; good buys available	42%	41%	35%	34%	30%	30%	30%	24%	28%	21%	24%	21%	32%
Prices won't come down; are going higher	10	6	9	6	8	11	15	16	19	20	22	17	15
Interest rates low; credit is easy	5	11	10	25	39	46	41	24	28	24	23	19	31
New fuel efficient models	2	1	2	1	1	1	1	3	1	2	2	1	1
BAD TIME TO BUY:													
Prices are high	31	26	29	25	20	17	16	22	16	17	19	22	18
Interest rates are high; credit is tight	28	29	30	19	13	6	7	9	7	9	11	10	7
Lack of purchasing power	11	10	10	10	5	4	5	4	2	3	3	5	3
Price of gas; shortages	1	1	1	*	*	*	*	*	*	*	*	*	*
Poor selection; quality	7	8	8	7	6	4	4	5	3	3	3	4	4

Responses to the query: "Why do you say so?" following the question on Table 30.

+ : May add to more than 100% due to multiple mentions.

CHART 32 - RECENT CHANGES

PLANS TO PURCHASE AN AUTOMOBILE DURING THE NEXT 12 MONTHS

CHART 32 - HISTORICAL SERIES

PLANS TO PURCHASE AN AUTOMOBILE DURING THE NEXT 12 MONTHS

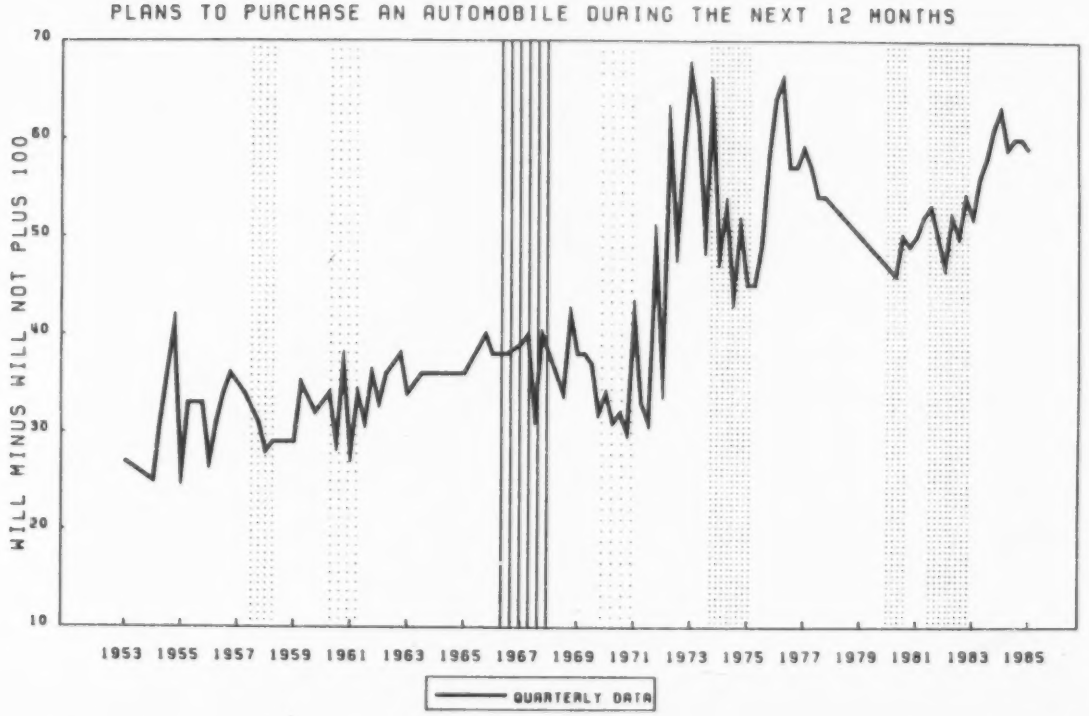


TABLE 32

PLANS TO PURCHASE AN AUTOMOBILE DURING THE NEXT 12 MONTHS

	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985
A. ALL FAMILIES													
PROBABLY WILL BUY	16%	18%	16%	19%	17%	19%	20%	21%	22%	20%	21%	20%	19%
CHANCES ARE EVEN	7	7	7	8	8	8	7	9	9	9	8	9	9
PROBABLY WILL NOT BUY	68	66	67	65	65	62	62	60	59	61	61	61	61
DK,NA	9	9	10	8	10	11	11	10	10	10	10	10	11
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
PROBABLY WILL BUY	19%	22%	21%	25%	22%	23%	25%	26%	29%	24%	26%	27%	25%
CHANCES ARE EVEN	7	7	7	8	8	9	8	9	10	9	8	9	9
PROBABLY WILL NOT BUY	72	69	70	64	68	65	64	62	59	63	62	62	63
DK,NA	2	2	2	3	2	3	3	3	2	4	4	2	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "What do you think are the chances that you (or anyone else in your family living there) will buy or lease a car during the next 12 months--would you say you probably will, probably will not, or are the chances about even, or what?"

TABLE 33

CURRENT VEHICLE PURCHASE INTENTIONS

	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985
A. ALL FAMILIES													
PROPORTION WITH CURRENT PURCHASE INTENTIONS:	23%	25%	23%	27%	25%	27%	27%	30%	31%	29%	29%	29%	28%
PURCHASE TYPE:													
Buy new	10	11	11	12	12	13	13	17	15	15	14	14	15
Buy used	11	12	10	12	11	12	12	10	14	12	12	13	12
Lease	1	1	1	2	1	1	1	2	1	1	2	1	1
DK,NA	1	1	1	1	1	1	1	1	1	1	1	1	*
PURCHASE TIMING:													
Next 3 months	3	4	4	4	3	3	4	4	3	4	4	5	3
Next 4-6 months	6	6	5	6	6	8	6	6	9	8	6	6	8
Next 7-9 months	6	6	3	6	7	8	4	9	7	7	4	8	9
10 months or more	5	4	5	6	5	3	7	7	6	5	8	6	5
DK,NA	3	5	6	5	4	5	6	4	6	5	7	4	3
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
PROPORTION WITH CURRENT PURCHASE INTENTIONS:	26%	29%	28%	33%	30%	32%	33%	35%	39%	33%	34%	36%	34%
PURCHASE TYPE:													
Buy new	14	15	15	17	17	18	17	22	21	17	20	20	22
Buy used	10	11	11	13	11	12	13	10	15	13	11	13	10
Lease	1	2	1	2	1	1	2	2	2	2	2	2	2
DK,NA	1	1	1	1	1	1	1	1	1	1	1	1	*
PURCHASE TIMING:													
Next 3 months	3	3	5	4	3	4	5	5	5	5	5	7	5
Next 4-6 months	7	8	6	7	8	10	8	8	12	9	9	8	11
Next 7-9 months	7	8	5	8	7	8	4	10	10	9	5	10	11
10 months or more	5	5	6	8	7	4	10	8	7	5	9	8	5
DK,NA	4	5	6	6	5	6	6	4	5	5	6	3	2

If response was "PROBABLY WILL BUY" or "CHANCES ARE EVEN" in Table 32, then the questions were: "If you do buy or lease a car, would it be a new car, or a used car?" , "Would you buy or lease?" and "When do you think you might buy or lease a car?"

* : Less than half of one percent.

TABLE 34

FUTURE VEHICLE PURCHASE INTENTIONS

	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985
A. ALL FAMILIES													
PROPORTION WITH FUTURE PURCHASE INTENTIONS:	68%	66%	67%	65%	65%	62%	62%	60%	59%	61%	61%	61%	61%
PURCHASE TYPE:													
Would buy new	37	36	38	37	33	37	34	35	33	34	34	33	34
Would buy used	29	28	27	26	30	24	26	24	24	26	25	27	26
DK,NA	2	2	2	2	2	1	2	1	2	1	2	1	1
PURCHASE TIMING:													
Less than 2 years	7	5	5	6	7	7	8	6	7	7	6	7	8
2 years	22	22	21	22	20	22	22	20	19	21	21	21	19
3 years	11	12	12	10	10	11	9	10	9	9	10	10	10
4 years or more	21	19	20	18	21	18	17	18	17	17	16	16	18
Indefinite	2	2	3	3	2	1	2	1	3	2	3	2	2
DK,NA	5	6	6	6	5	3	4	5	4	5	5	5	4
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
PROPORTION WITH FUTURE PURCHASE INTENTIONS:	72%	69%	70%	64%	68%	65%	64%	62%	59%	63%	62%	62%	63%
PURCHASE TYPE:													
Would buy new	46	42	48	40	41	42	41	42	38	42	38	39	40
Would buy used	25	25	21	22	26	22	22	19	19	20	22	22	23
DK,NA	1	2	1	2	1	1	1	1	2	1	2	1	*
PURCHASE TIMING:													
Less than 2 years	10	7	5	7	8	8	9	6	8	7	7	6	8
2 years	25	26	25	24	25	24	26	23	21	24	24	25	23
3 years	13	14	15	11	11	12	10	12	11	10	11	11	12
4 years or more	21	17	19	17	21	18	16	17	16	18	17	17	18
Indefinite	1	1	2	2	1	1	1	1	1	1	1	1	1
DK,NA	2	4	4	3	2	2	2	3	2	3	2	2	1

If response was "PROBABLY WILL NOT BUY" in Table 32, then the questions were: "If you were to buy a car, would it be a new car or a used car? and "How long do you think it may be before will buy or lease a car?"

* : Less than half of one percent.

EXPLANATORY CHARTS

CHART 1 - RECENT CHANGES
THE INDEX OF CONSUMER SENTIMENT

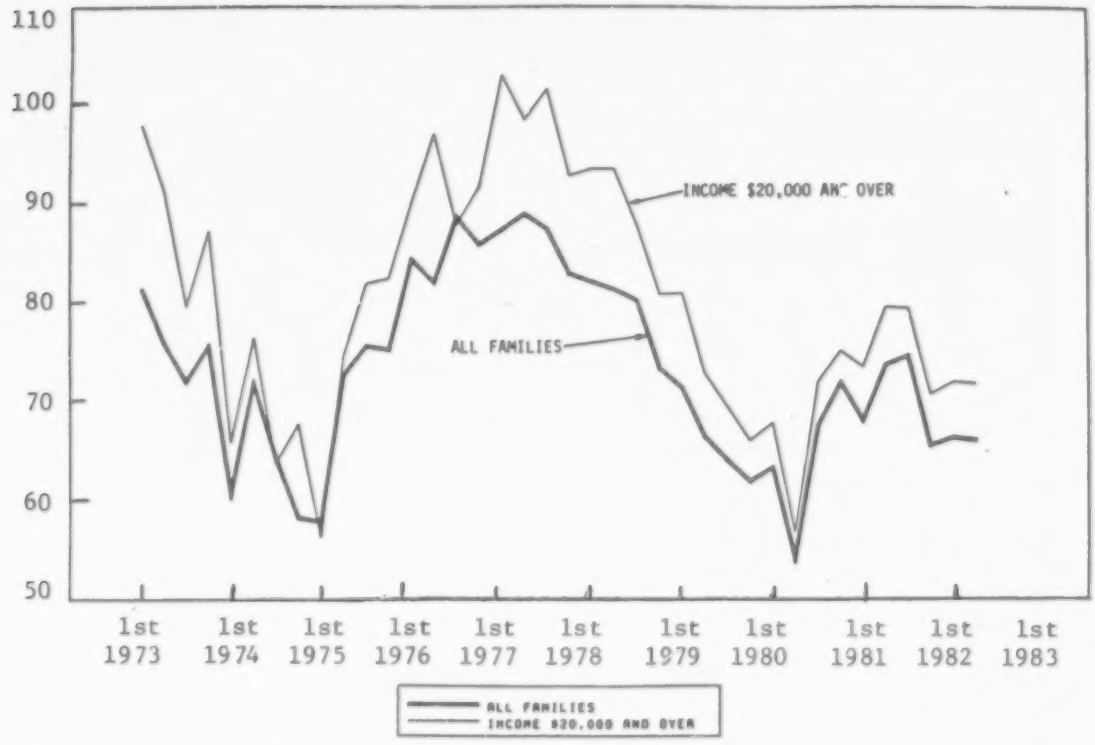
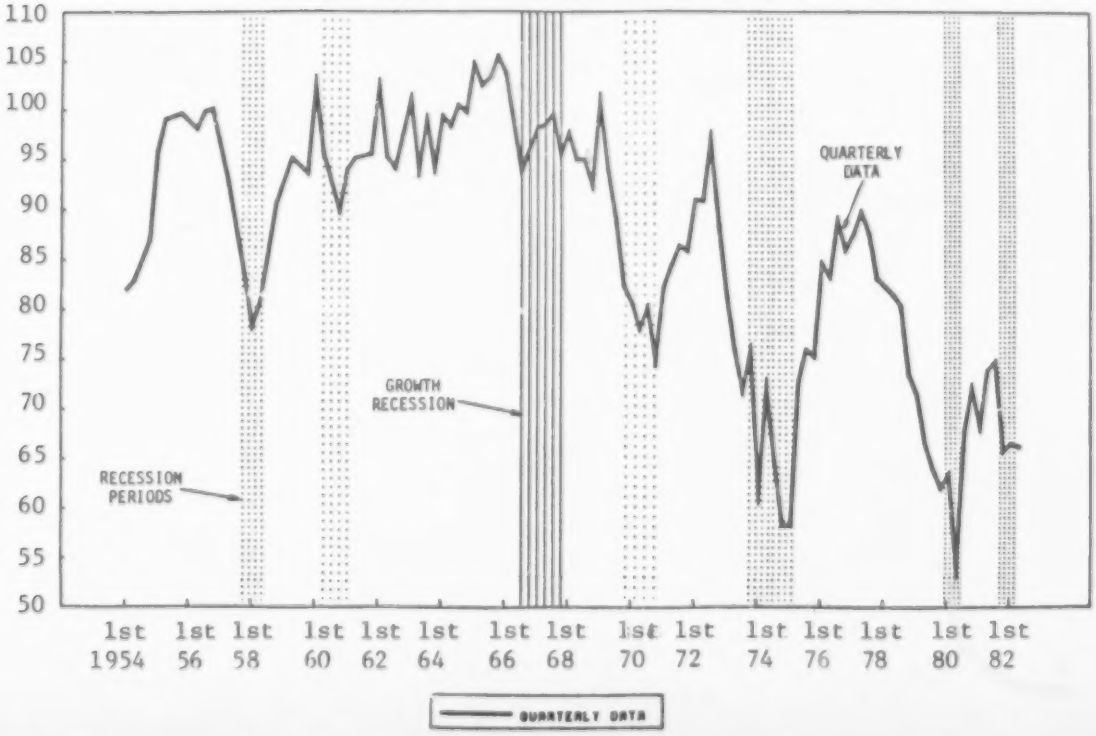


CHART 1 - HISTORICAL SERIES
THE INDEX OF CONSUMER SENTIMENT



DESCRIPTION OF CHART LINES

ALL FAMILIES: Quarterly data for the total sample.

QUARTERLY DATA: Data collected by surveys conducted at three-month intervals before 1978, and collected in three monthly surveys per quarter from 1978 to the present.

TIME SCALE LABELS

Each tic mark on the time scale represents the first quarter of the indicated year.

NATIONAL BUREAU OF ECONOMIC RESEARCH, REFERENCE DATES FOR RECESSIONS

DATES:				
November	1948	-	October	1949
July	1953	-	May	1954
August	1957	-	April	1958
April	1960	-	February	1961
June	1966	-	November	1967*
December	1969	-	November	1970
November	1973	-	March	1975
January	1980	-	July	1980
July	1981	-	November	1982

Notes:

RECESSION PERIOD: Reduction in the national output of goods and services, generally lasting at least two quarters.

*GROWTH RECESSION: Retardation in the rate of growth of output and employment (usually followed by a recession and always the initial stage of a recession).

APPROXIMATE SAMPLING ERRORS[a] OF SURVEY FINDINGS

(In percentages by size of sample or subgroup)

Reported Percentages	Number of Interviews		
	700[b]	1,400[c]	2,100[d]
50	4.2	3.2	2.8
30 or 70	3.8	2.9	2.5
20 or 80	3.4	2.6	2.2
10 or 90	2.5	1.9	1.6
5 or 95	1.8	1.4	1.2

[a]The figures in this table represent two standard errors. Hence, for most items the chances are 95 in 100 that the value being estimated lies within a range equal to the reported percentages, plus or minus the sampling error.

[b]Average size of monthly surveys.

[c]Average size of two monthly surveys.

[d]Average size of three monthly surveys (one quarter).